

## IKEA CUSTOMER RETENTION ANALYTICS:

### SCREENSHOTS:-

1. MEASURES
2. CALCULATED COLUMNS
3. POWER QUERY EXECUTIONS
4. DASHBOARDS
5. REPORT PAGES

VIDEO LINK-----→

<https://www.loom.com/share/c34ff0842ea24a398ba21f078329c29c>

Retail\_Customer\_Retention\_Analytics-IKEA

Home Transform Add Column View Tools Help

CLOSE & APPLY-CLOSE NEW SOURCE RECENT SOURCES ENTER DATA DATA SOURCE SETTINGS MANAGE PARAMETERS EXPORT QUERY RESULTS REFRESH PREVIEW PROPERTIES ADVANCED EDITOR CHOOSE COLUMNS REMOVE COLUMNS KEEP ROWS REMOVE ROWS SORT SPLIT COLUMN GROUP BY REPLACE VALUES TRANSFORM

MERGE QUERIES APPEND QUERIES COMBINE FILES COMBINE

DATA TYPE: ANY USE FIRST ROW AS HEADERS

Queries [8]

Transform File from ... Helper Queries [3] IKEA-CLEANED\_DATA... Customer\_Demogra...

Sample File Parameter1 (Simpl... Transform File

Customer\_Transact... Store\_Locations Loyalty\_Program Churn\_Labelled\_Cus... Other Queries

fk = Table.AddColumn(#"Changed Type", "Today's Date", each Date.From(DateTime.LocalNow()))

	#'Age	Membership_Since	#'Marital_Status	#'Region	#'Income_Group	Today's Date
1	50	11/1/2020	Single	London	High	12/26/2025
2	18	7/5/2021	Divorced	London	Medium	12/26/2025
3	36	8/18/2021	Single	Birmingham	Medium	12/26/2025
4	19	2/1/2024	Married	Leeds	Medium	12/26/2025
5	70	10/15/2020	Married	Leeds	Medium	12/26/2025
6	61	11/19/2020	Single	Liverpool	High	12/26/2025
7	43	7/13/2021	Divorced	London	High	12/26/2025
8	49	3/16/2023	Married	London	Medium	12/26/2025
9	23	6/14/2022	Married	Manchester	Medium	12/26/2025
10	49	6/8/2024	Married	Liverpool	High	12/26/2025
11	21	5/3/2023	Single	Manchester	Medium	12/26/2025
12	28	7/7/2021	Married	Manchester	Low	12/26/2025
13	34	2/27/2023	Divorced	Manchester	Medium	12/26/2025
14	55	4/27/2023	Married	Birmingham	Medium	12/26/2025
15	41	1/20/2024	Married	Birmingham	Low	12/26/2025
16	22	11/15/2023	Divorced	Manchester	Low	12/26/2025
17	69	5/18/2023	Married	Liverpool	High	12/26/2025
18	51	7/11/2023	Single	London	High	12/26/2025
19	23	3/21/2024	Single	Liverpool	Low	12/26/2025
20	39	6/7/2023	Single	Leeds	Low	12/26/2025
21	28	5/4/2022	Divorced	Birmingham	High	12/26/2025
22	65	1/30/2022	Married	London	Medium	12/26/2025
23	33	12/19/2022	Single	London	Low	12/26/2025
24	50	10/2/2020	Divorced	Leeds	High	12/26/2025
25	26	6/25/2020	Married	Leeds	Medium	12/26/2025
26	47/2024	Divorced	Manchester	Low	12/26/2025	

8 COLUMNS, 300 ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 10:33 PM 10:34 PM 12/26/2025

TEMPERATURE: 11°C

Mostly clear

SEARCH

10:34 PM 12/26/2025

The screenshot shows the Microsoft Power BI Desktop interface. The top navigation bar includes Home, Transform, Add Column, View, Tools, and Help. The ribbon below provides quick access to various functions like Close & Apply, New Source, Recent Sources, Enter Data, Data source settings, Manage Parameters, Export query results, Refresh, Properties, Advanced Editor, Choose Columns, Remove Columns, Keep Rows, Remove Rows, Reduce Rows, Sort, Split Column, Group By, Replace Values, and Transform. A dropdown menu indicates the data type is Whole Number. On the right, there are options for Merge Queries, Append Queries, Combine Files, and Combine. The main workspace displays a query titled 'Customer\_Demographics' with 8 rows and 6 columns. The columns are: ID, Membership\_Since, Marital\_Status, Region, Income\_Group, and Membership\_Duration. The data includes records for London, Birmingham, and Leeds. Below the table, a preview shows the first 1000 rows. The bottom status bar shows 9 columns, 300 rows, and a column profiling message. The bottom right corner indicates the preview was downloaded at 10:34 PM on 12/26/2025.

Retail\_Customer\_Retention\_Analytics-IKEA

**Home Transform Add Column View Tools Help**

**Queries [8]**

- Transform File from ...
- Helper Queries [3]
  - Sample File
  - Parameter1 (Sampl...
  - Transform File
- IKEA-CLEANED\_DATA...
  - Customer\_Demogra...
  - Customer\_Transact...
  - Store\_Locations
  - Loyalty\_Program
  - Churn\_Labelled\_Cus...
  - Other Queries

**Table.TransformColumnTypes(#"Promoted Headers", {"Store\_ID", type text}, {"City", type text}, {"Region", type text}, {"Store\_Type", type text})**

A <sub>c</sub> Store_ID	A <sub>c</sub> City	A <sub>c</sub> Region	A <sub>c</sub> Store_Type	A <sub>c</sub> Opening_Year
1 S101	Birmingham	London	Superstore	2021
2 S102	Leeds	London	Express	2020
3 S103	Birmingham	London	Express	2020
4 S104	Manchester	Leeds	Superstore	2010
5 S105	London	Birmingham	Express	2022
6 S106	Manchester	Manchester	Express	2010
7 S107	Manchester	London	Express	2019
8 S108	Leeds	Birmingham	Express	2018
9 S109	London	Birmingham	Superstore	2016
10 S110	London	Manchester	Superstore	2010

**Query Settings**

**PROPERTIES**

- Name: Store\_Locations

**APPLIED STEPS**

- Source
- Promoted Headers
- Changed Type

5 COLUMNS, 10 ROWS Column profiling based on top 1000 rows PREVIEW DOWNLOADED AT 10:36 PM

11°C Mostly clear

Retail\_Customer\_Retention\_Analytics-IKEA

**Home Transform Add Column View Tools Help**

**Queries [8]**

- Transform File from ...
- Helper Queries [3]
  - Sample File
  - Parameter1 (Sampl...
  - Transform File
- IKEA-CLEANED\_DATA...
  - Customer\_Demogra...
  - Customer\_Transact...
  - Store\_Locations
  - Loyalty\_Program
  - Churn\_Labelled\_Cus...
  - Other Queries

**Table.SelectRows(#"Changed Type1", each true)**

A <sub>c</sub> Customer_ID	A <sub>c</sub> Loyalty_Tier	A <sub>c</sub> Points_Earned	A <sub>c</sub> Points_Redeemed	A <sub>c</sub> Last_Redemption_Date
1 C1000	Platinum	2209	820	9/2/2024
2 C1001	Silver	6153	2821	3/18/2025
3 C1002	Silver	5898	1055	4/10/2025
4 C1003	Platinum	3178	5439	1/5/2025
5 C1004	Gold	8610	5932	1/31/2025
6 C1005	Platinum	9895	1886	11/10/2024
7 C1006	Silver	3544	5263	11/3/2024
8 C1007	Silver	6522	3547	1/8/2025
9 C1008	Silver	3370	2927	8/30/2024
10 C1009	Silver	4281	7354	8/30/2024
11 C1010	Gold	5710	6538	9/17/2024
12 C1011	Gold	1328	2504	9/11/2025
13 C1012	Silver	6579	2430	11/3/2024
14 C1013	Gold	5228	5341	6/1/2025
15 C1014	Gold	7794	5270	7/10/2024
16 C1015	Gold	1120	2663	8/25/2024
17 C1016	Silver	7749	7248	8/15/2024
18 C1017	Platinum	1964	5661	1/26/2025
19 C1018	Platinum	5224	4367	7/21/2024
20 C1019	Platinum	4675	2928	11/4/2024
21 C1020	Silver	6694	4293	9/14/2024
22 C1021	Gold	3076	7873	8/20/2024
23 C1022	Gold	7865	3013	1/10/2025
24 C1023	Silver	6643	4303	6/29/2024
25 C1024	Silver	9524	2827	7/8/2024
26 C1025	Platinum	6249	1117	2/15/2025

**Query Settings**

**PROPERTIES**

- Name: Loyalty\_Program

**APPLIED STEPS**

- Source
- Promoted Headers
- Changed Type
- Removed Duplicates
- Changed Type1
- Filtered Rows

5 COLUMNS, 300 ROWS Column profiling based on top 1000 rows PREVIEW DOWNLOADED AT 10:36 PM

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**Retail\_Customer\_Retention\_Analytics-IKKA**

**Home** Transform Add Column View Tools Help

Queries [8]

- Transform File from ...
- Helper Queries [3]
  - Sample File
  - Parameter1 (Sampl...
  - Transform File
- IKEA-CLEANED\_DATA...
  - Customer\_Demogra...
  - Customer\_Transact...
  - Store\_Locations
  - Loyalty\_Program
  - Churn\_Labelled\_Cus...
  - Other Queries

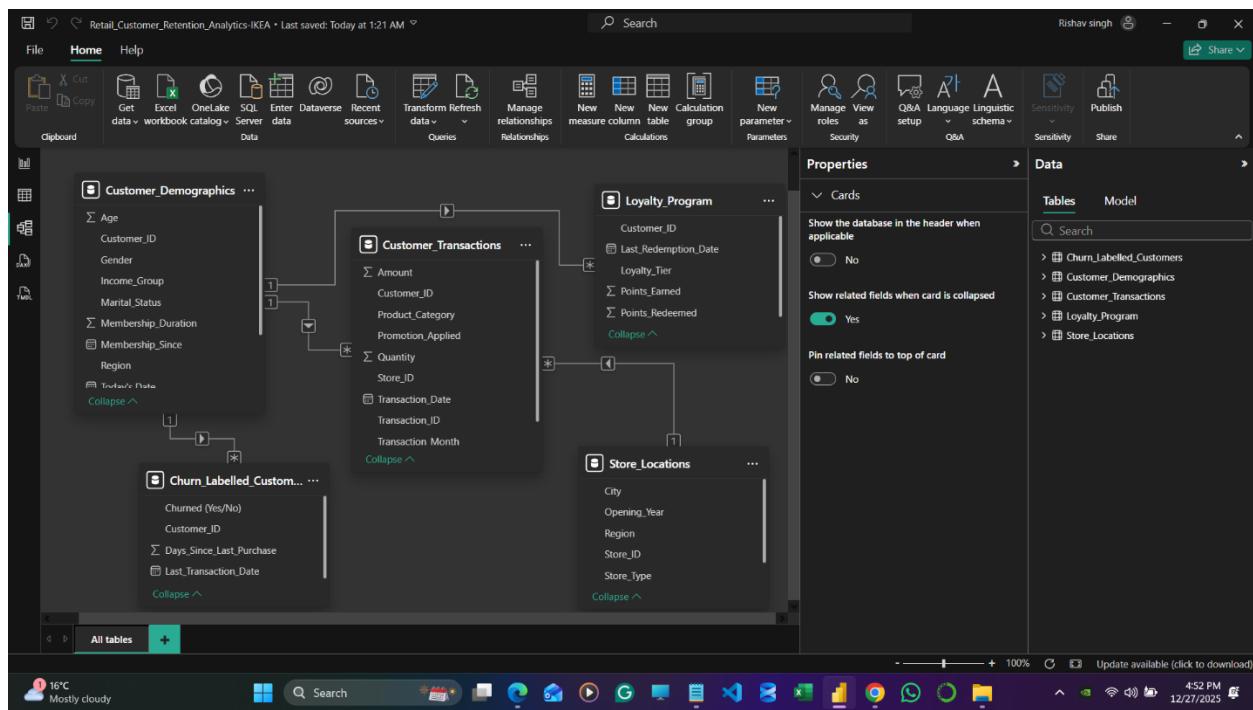
Table: RemoveRowsWithErrors("#'Filtered Rows', {\"Days\_Since\_Last\_Purchase\"})

A <sub>1</sub> Customer_ID	Last_Transaction_Date	M <sub>2</sub> Churned (Yes/No)	V <sub>3</sub> Days_Since_Last_Purchase
1 C1000	5/19/2025	No	37
2 C1001	5/26/2025	No	30
3 C1002	12/28/2024	No	179
4 C1003	8/14/2024	Yes	315
5 C1004	6/21/2025	No	4
6 C1005	10/30/2024	Yes	238
7 C1006	8/18/2024	Yes	311
8 C1007	5/24/2025	No	32
9 C1008	11/30/2024	Yes	207
10 C1009	9/3/2024	Yes	295
11 C1010	5/9/2025	No	47
12 C1011	4/29/2025	No	57
13 C1012	12/12/2024	Yes	195
14 C1013	2/7/2025	No	138
15 C1014	8/8/2024	Yes	321
16 C1015	6/10/2025	No	15
17 C1016	4/14/2025	No	72
18 C1017	3/6/2025	No	111
19 C1018	4/3/2025	No	83
20 C1019	7/8/2024	Yes	352
21 C1020	4/16/2025	No	70
22 C1021	1/16/2025	No	160
23 C1022	1/19/2025	No	157
24 C1023	7/23/2024	Yes	338
25 C1024	11/2/2024	Yes	235
26 C1025	10/9/2024	Yes	259

4 COLUMNS, 300 ROWS Column profiling based on top 1000 rows

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Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 12:1 AM

File Home Help

Cut Copy Paste Get data Data Get workbook catalog OneLake Server Enter Dataverse Recent sources Transform Refresh data Relationships New measure column Calculations New table Calculation group New parameter Parameters Manage roles as Security Q&A Language setup Linguistic schema Q&A Sensitivity Publish Share

Clipboard

1 Total\_Customers = DISTINCTCOUNT(Customer\_Demographics[Customer\_ID])

Properties

Name: Total\_Customers

Home table: Customer\_Demographics

Description: Enter a description

Synonyms: total customers, Total\_Customers, customers

Display folder: Enter the display folder

Data

Tables Model

Search

Churn\_Labelled\_Customers

- Churned (Yes/No)
- Customer\_ID
- Days\_Since\_Last\_Purchase
- Last\_Transaction\_Date

Customer\_Demographics

- Age
- Churn Rate(%)
- Churned\_Customers
- Customer\_ID
- Gender
- Income\_Group
- Marital\_Status
- Membership\_Duration
- Membership\_Since
- Region
- Today's Date
- Total\_Customers

Customer\_Transactions

Loyalty\_Program

All tables +

16°C Mostly cloudy

Search

Update available (click to download)

4:53 PM 12/27/2025

Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 12:1 AM

File Home Help

Cut Copy Paste Get data Data Get workbook catalog OneLake Server Enter Dataverse Recent sources Transform Refresh data Relationships New measure column Calculations New table Calculation group New parameter Parameters Manage roles as Security Q&A Language setup Linguistic schema Q&A Sensitivity Publish Share

Clipboard

1 Churned\_Customers = CALCULATE(DISTINCTCOUNT(Churn\_Labelled\_Customers[Customer\_ID]), Churn\_Labelled\_Customers[Churned (Yes/No)] = "Yes")

Properties

Name: Churned\_Customers

Home table: Customer\_Demographics

Description: Enter a description

Synonyms: churned customers, Churned\_Customers, customers

Display folder: Enter the display folder

Data

Tables Model

Search

Churn\_Labelled\_Customers

- Churned (Yes/No)
- Customer\_ID
- Days\_Since\_Last\_Purchase
- Last\_Transaction\_Date

Customer\_Demographics

- Age
- Churn Rate(%)
- Churned\_Customers
- Customer\_ID
- Gender
- Income\_Group
- Marital\_Status
- Membership\_Duration
- Membership\_Since
- Region
- Today's Date
- Total\_Customers

Customer\_Transactions

Loyalty\_Program

All tables +

16°C Mostly cloudy

Search

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File Home Help

Cut Copy Paste Get data Data Get workbook catalog OneLake Server Enter Dataverse Recent sources Transform Refresh data Relationships New measure column New table Calculations New parameter Manage roles as Security Q&A Language setup Q&A Linguistic schema Sensitivity Publish Share

Properties

Name: Churn Rate(%)

Home table: Customer\_Demographics

Description: Enter a description

Synonyms: churn rate, churn rate (%), Churn Rate(%), rate

Display folder: Enter the display folder

Data

Tables Model

Churn\_Labelled\_Customers

- Churned (Yes/No)
- Customer\_ID
- Days\_Since\_Last\_Purchase
- Last\_Transaction\_Date

Customer\_Demographics

- Age
- Churn Rate(%)
- Churned\_Customers
- Customer\_ID
- Gender
- Income\_Group
- Marital\_Status
- Membership\_Duration
- Membership\_Since
- Region
- Today's Date
- Total\_Customers

Customer\_Transactions

Loyalty\_Program

Store\_Locations

Update available (click to download)

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Search

All tables +

4:58 PM 12/27/2025

Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 1:21 AM

Rishav singh

File Home Insert Modeling View Optimize Help

Paste Get data Data Get workbook catalog OneLake SQL Enter Dataverse Recent sources Transform Refresh data Queries New visual More visuals Text box New visual calculation New quick measure measure Calculations Sensitivity Publish Prep data for Copilot AI Copilot

Filters

Build

Suggestions

Filters on this page Add data fields here

Filters on all pages Add data fields here

Data

Search

Churn\_Labelled\_Customers

- Σ Age
- Churn Rate(%)
- Churned\_Customers
- Customer\_ID
- Gender
- Income\_Group
- Marital\_Status
- Membership\_Duration
- Membership\_Since
- Region
- Today's Date
- Total\_Customers

Customer\_Transactions

Loyalty\_Program

Store\_Locations

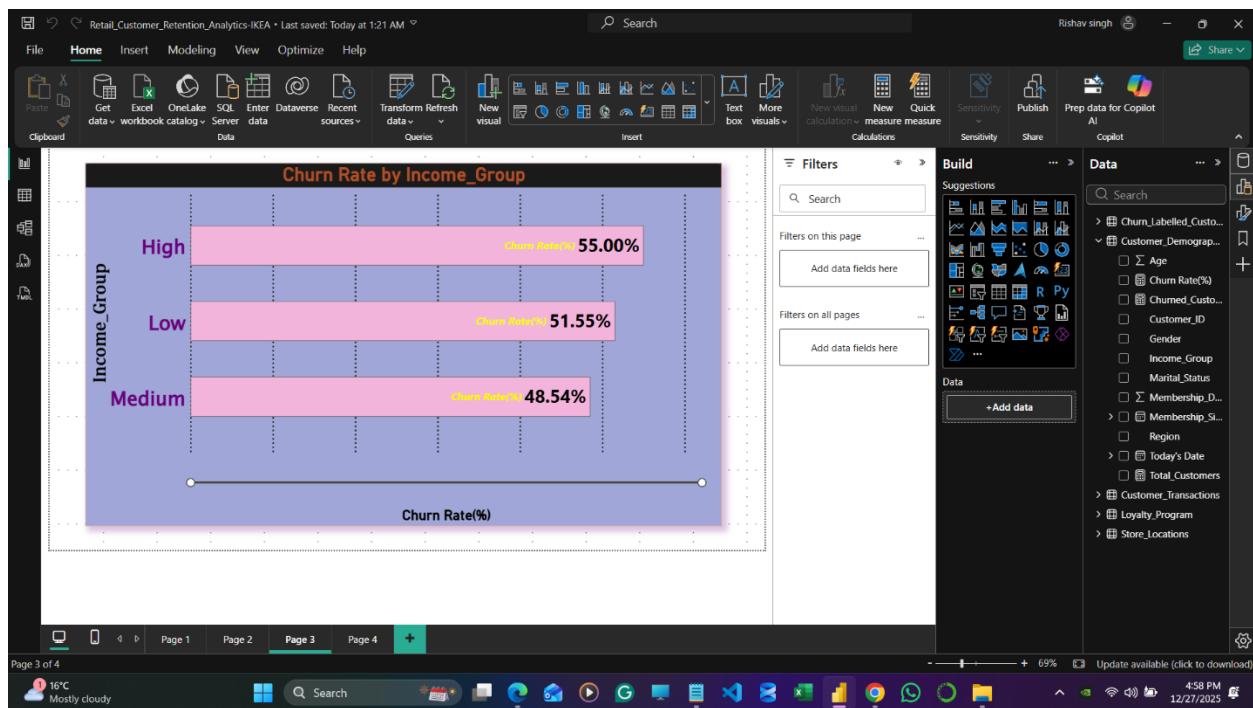
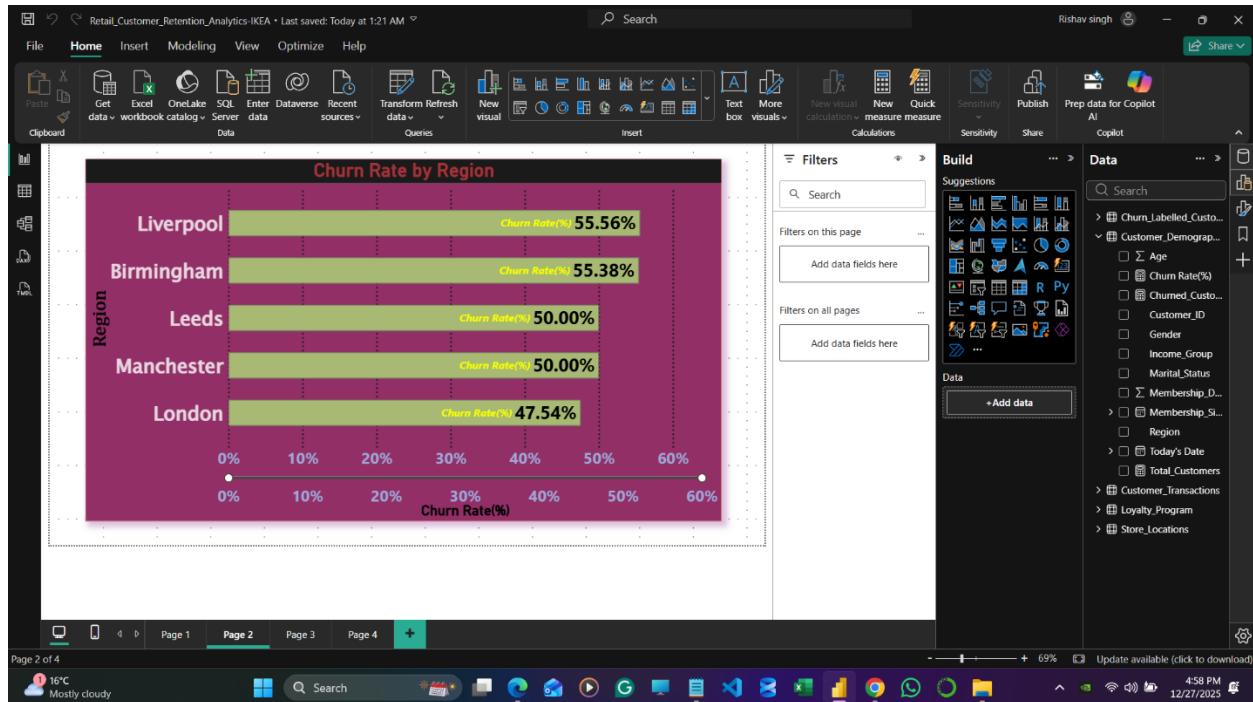
Update available (click to download)

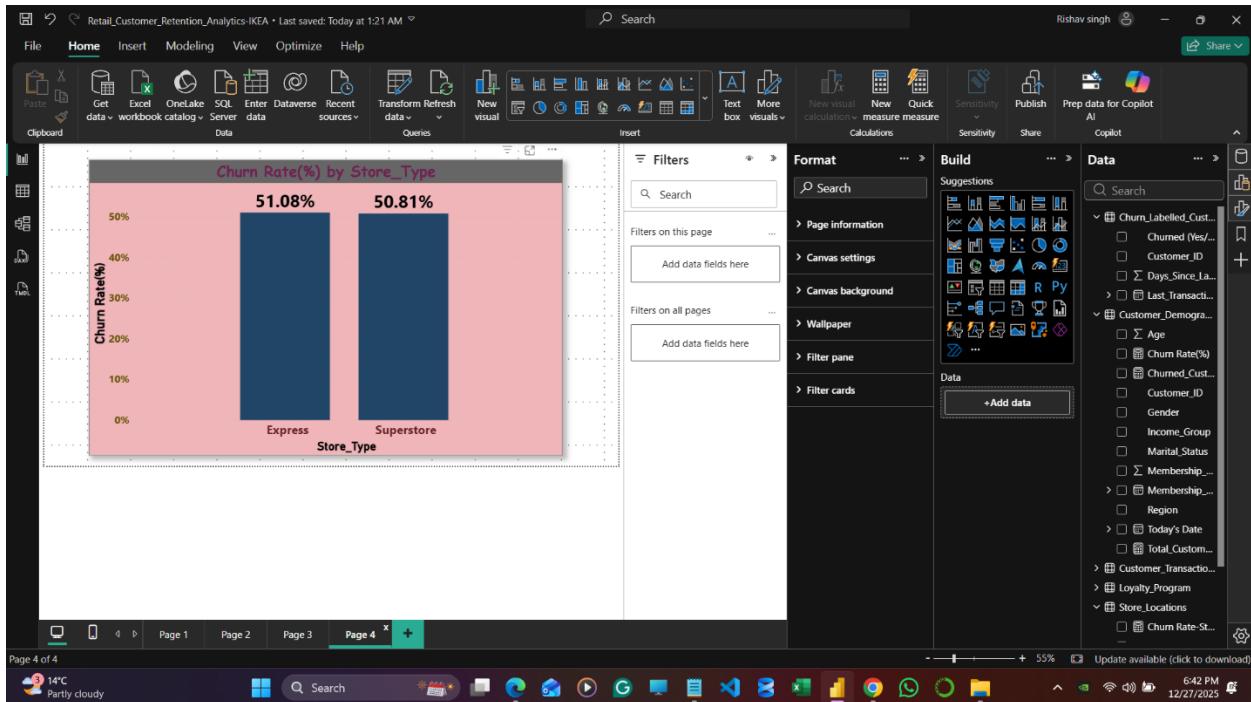
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Page 1 of 4

Page 1 Page 2 Page 3 Page 4 +

4:58 PM 12/27/2025





Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 8:25 PM

TOP SEGMENTS BY CHURN RATE

Region	Income_Group	Store_Type	Churn Rate(%)
Birmingham	Low	Express	75.00%
Birmingham	Low	Superstore	75.00%
Manchester	Medium	Express	65.22%
Manchester	Medium	Superstore	65.22%
Leeds	High	Superstore	63.16%
London	High	Express	55.00%
London	High	Superstore	55.00%
Birmingham	Medium	Express	54.55%
Birmingham	Medium	Superstore	54.55%
Leeds	Low	Superstore	45.00%
London	Low	Express	45.00%
London	Low	Superstore	45.00%
Leeds	Medium	Superstore	42.86%
London	Medium	Express	42.86%
London	Medium	Superstore	42.86%
Manchester	Low	Express	40.91%
Manchester	Low	Superstore	40.91%
Total			51.67%

File Home Insert Modeling View Optimize Help

Clipboard Data

Get data workbook catalog Data Transform Refresh data New visual

Text box More visuals Calculations

Sensitivity Publish Prep data for Copilot AI Copilot

Share

Filters Format Build Data

Format

Build

Data

Search

Search

Search

Page information

Canvas settings

Canvas background

Wallpaper

Filter pane

Filter cards

Add data

Churn\_Labelled\_Cust... Churned (Yes/No) Customer\_ID Days\_Since\_La... Last\_Transact... Customer\_Demogra... Age Churn Rate(%) Churned Cust... Customer\_ID Gender Income\_Group Marital\_Status Membership\_... Region Today's Date Total\_Custom... Customer\_Transact... Loyalty\_Program Store\_Locations

Page 5 of 5 Finance headline India reported 6... 8:58 PM 12/27/2025 Update available (click to download)

The screenshot shows the Microsoft Power BI Desktop interface. On the left, there's a ribbon bar with File, Home, and Help tabs. Below the ribbon are various data source icons like Get data from Excel, OneLake, SQL Server, and Dataflows. The main workspace contains a DAX formula editor window with the following code:

```
Repeat_Customers = CALCULATE(DISTINCTCOUNT(Customer_Transactions[Customer_ID]), FILTER(SUMMARIZE(Customer_Transactions, Customer_Transactions[Customer_ID], "Transactions_Count", COUNTROWS(Customer_Transactions)), [Transactions_Count]>1))
```

Below the formula editor, there are two collapsed sections labeled "Collapse ^". At the bottom left, there are buttons for "All tables" and a "+" sign. On the right side, there's a "Properties" pane with sections for General, Name (set to "Repeat Customers"), Home table (set to "Customer\_Transactions"), Description (with a placeholder "Enter a description"), and Synonyms (with a placeholder "repeat customers, customers"). A note in the Properties pane states: "Content created by AI may not be accurate or appropriate, so review it carefully. [Read terms](#)". To the right of the Properties pane is a "Data" pane showing a tree view of data models: Churn\_Labelled\_Customers, Customer\_Demographics, Customer\_Transactions (selected), Loyalty\_Program, and Store\_Locations. The Customer\_Transactions node has several children listed under it, including Customer\_ID, Product\_Category, Promotion\_Applied, Amount, Quantity, Repeat\_Customers, Store\_ID, Transaction\_Date, Transaction\_ID, Transaction\_Month, Transaction\_Year, and Transaction\_Year.

Retail\_Customer\_Retention\_Analytics-IKEA

Home Transform Add Column View Tools Help

CLOSE & APPLY CLOSE NEW SOURCE RECENT SOURCES ENTER DATA DATA SOURCE SETTINGS MANAGE PARAMETERS EXPORT QUERY RESULTS OUTPUT DATA REFRESH PREVIEW PROPERTIES Advanced Editor

Choose Columns REMOVE COLUMNS KEEP ROWS REMOVE ROWS SORT SPLIT COLUMN GROUP BY REPLACE VALUES TRANSFORM

Merge Queries Append Queries Combine Files Combine

Queries [8]

Transform File from... Helper Queries [3] Sample File Parameter1 (Sample) Transform IKEA-CLEANED\_DATA... Customer\_Demographic... Customer\_Transact... Store\_Locations Loyalty\_Program Churn\_Labelled\_Cus... Other Queries

Product Category Amount Quantity Promotion\_Applied Transaction\_Year Transaction\_Month

	Product Category	Amount	Quantity	Promotion Applied	Transaction Year	Transaction Month
1	Bakery	249.6	7	Yes	2024	November
2	Beverages	431.22	6	Yes	2025	May
3	Beverages	233.28	7	No	2024	August
4	Beverages	470.27	8	No	2024	August
5	Electronics	254.48	6	Yes	2025	January
6	Grocery	474.85	3	No	2024	July
7	Bakery	417.25	2	Yes	2025	January
8	Electronics	184.4	7	Yes	2024	September
9	Clothing	432.5	1	No	2025	June
10	Bakery	59.48	3	Yes	2025	June
11	Bakery	462.9	4	No	2025	March
12	Bakery	317.66	1	No	2024	June
13	Beverages	31.92	5	No	2024	August
14	Bakery	323.91	10	Yes	2025	May
15	Grocery	487.25	3	No	2025	April
16	Bakery	39.55	2	Yes	2024	August
17	Beverages	279.57	3	No	2024	December
18	Bakery	375.16	8	No	2024	July
19	Clothing	406.08	6	Yes	2025	June
20	Clothing	209.84	7	No	2024	October
21	Beverages	106.06	6	No	2025	April
22	Grocery	25.96	6	Yes	2025	March
23	Grocery	291.96	3	Yes	2024	November
24	Electronics	229.19	8	Yes	2025	January
25	Beverages	474.63	7	No	2024	September
26	Electronics	36.25	7	No	2025	April

10 COLUMNS, 999+ ROWS Column profiling based on top 1000 rows

11°C Partly cloudy

Search

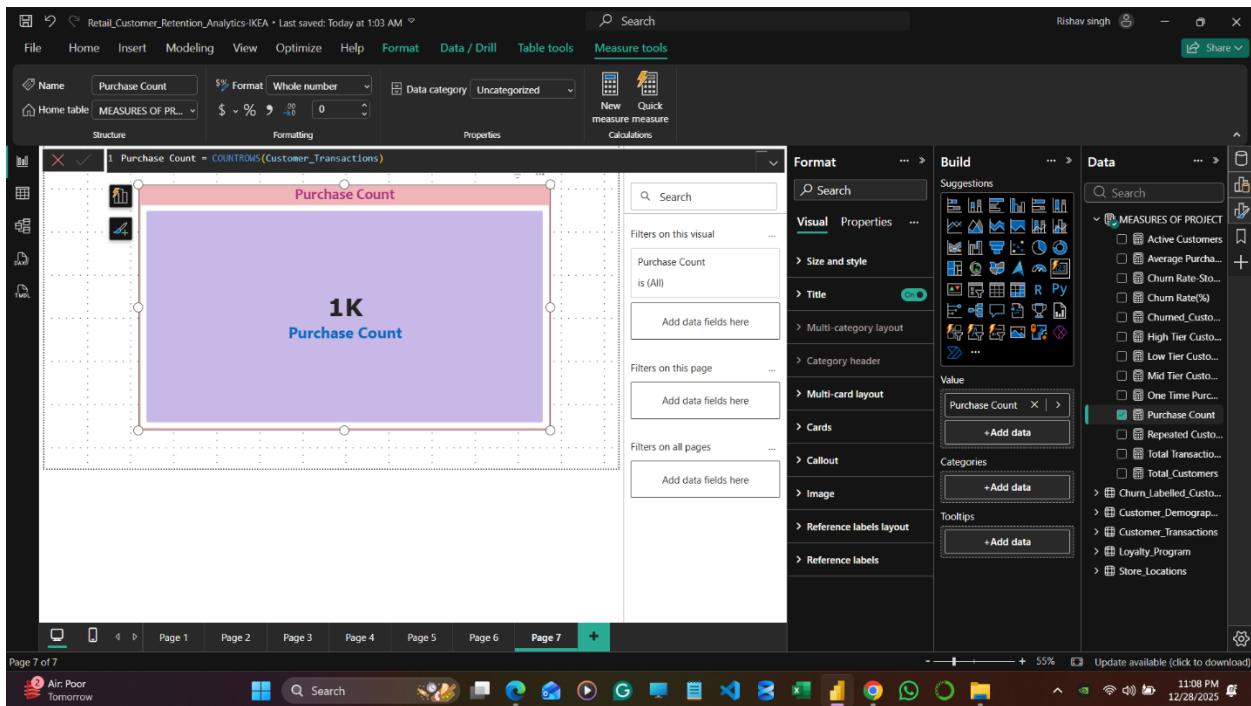
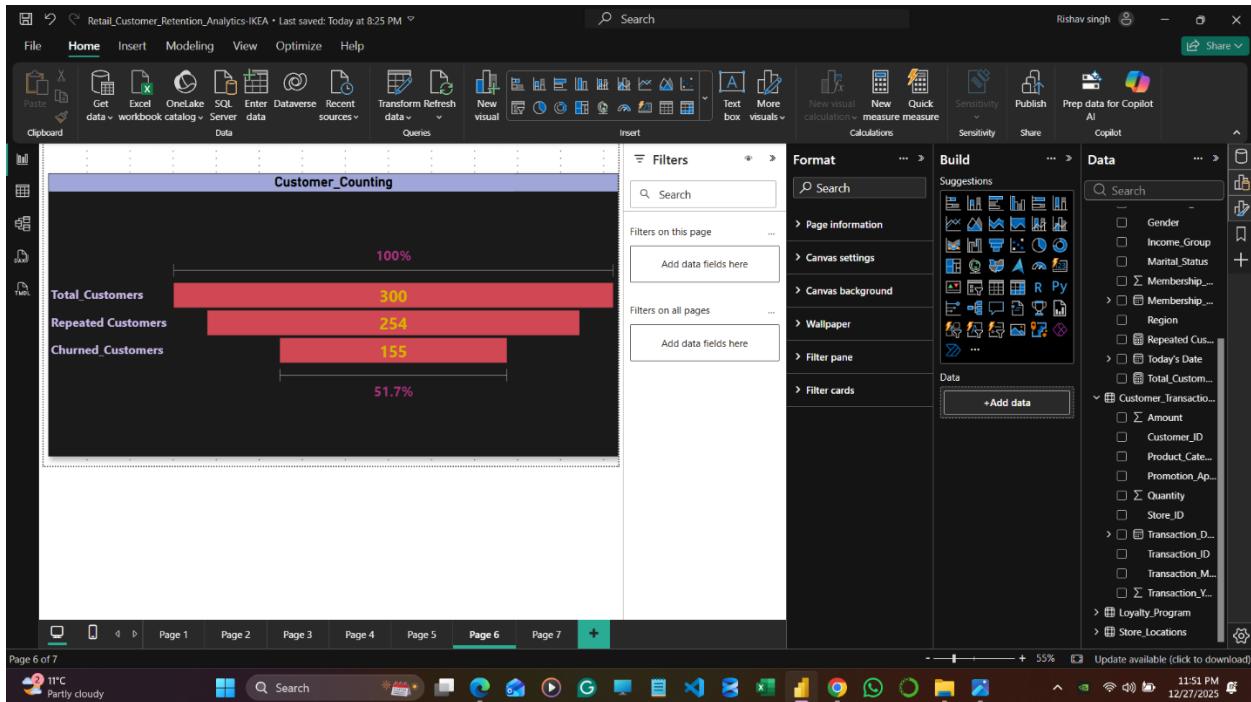
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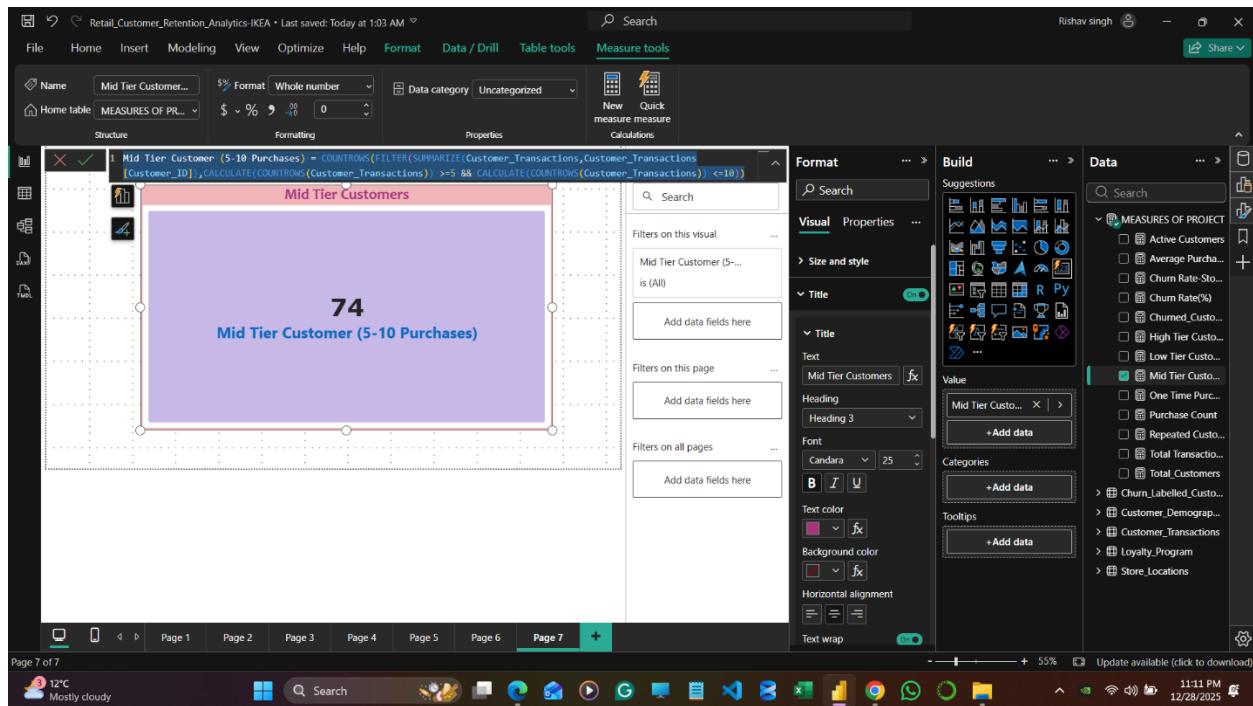
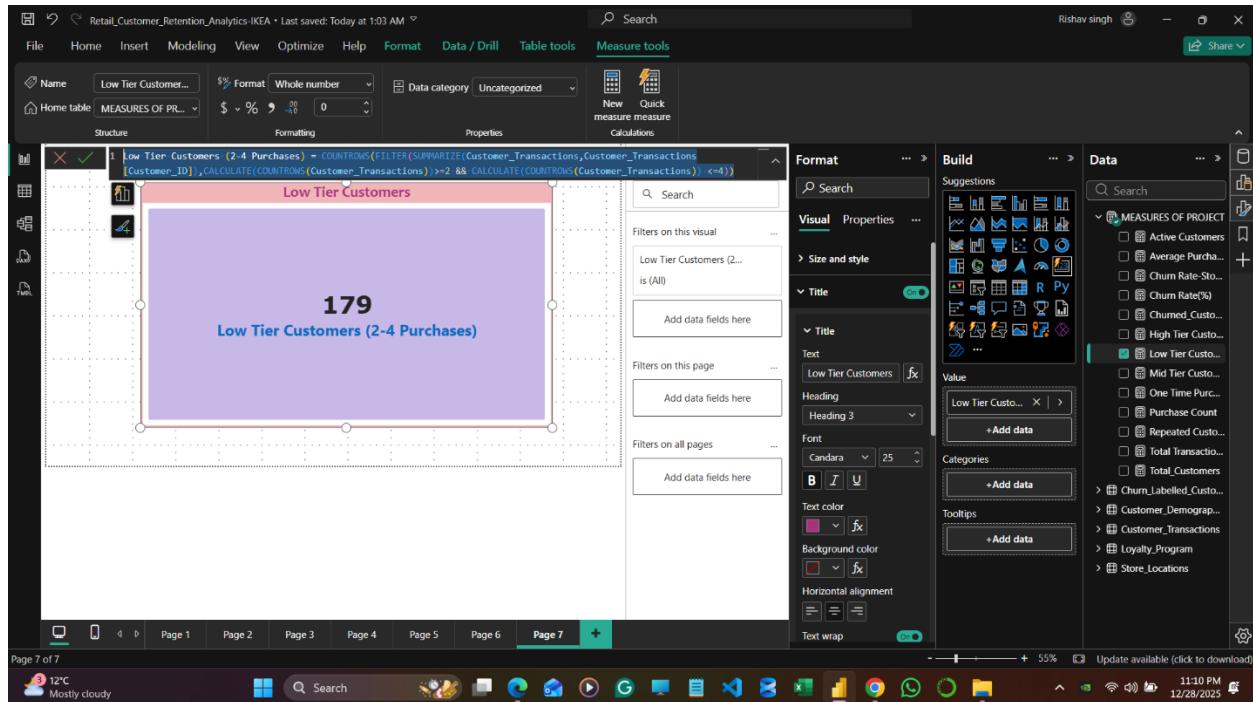
PREVIEW DOWNLOADED AT 11:17 PM

Query Settings

PROPERTIES Name: Customer\_Transactions All Properties

APPLIED STEPS Source Promoted Headers Changed Type Inserted Year Renamed Columns Inserted Month Name Removed Errors Removed Errors1 Renamed Columns1 Changed Type1





Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 1:03 AM

File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Name: High Tier Customer... Format: Whole number Data category: Uncategorized

Home table: MEASURES OF PROJECT

Structure: Formatted

Properties:

Measure tools:

High Tier Customers (>11 Purchases) = COUNTROWS(FILTER(SUMMARIZE(Customer\_Transactions,Customer\_Transactions[Customer\_ID]),CALCULATE(COUNTROWS(Customer\_Transactions)) >=11))

High Tier Customers

1  
High Tier Customers (>11 Purchases)

Format: Search Visual Properties Size and style Title: High Tier Customers (is (All)) Add data fields here Filters on this visual: High Tier Customers (is (All)) Add data fields here Filters on this page: Add data fields here Filters on all pages: Add data fields here

Build: Suggestions: Visual Properties Size and style Title: High Tier Customers (is (All)) Add data fields here Filters on this visual: High Tier Customers (is (All)) Add data fields here Filters on this page: Add data fields here Filters on all pages: Add data fields here

Data: Search: MEASURES OF PROJECT Active Customers Average Purchase Churn Rate Sto... Churn Rate(%) Churned Cust... High Tier Cust... Low Tier Cust... Mid Tier Cust... One Time Purc... Purchase Count Repeated Cust... Total Transaction... Total Customers Churn\_Labelled\_Custo... Customer Demograp... Customer Transactions Loyalty\_Program Store Locations

High Tier Cust... +Add data

Value: High Tier Cust... +Add data

Categories: +Add data

Toolips: +Add data

Horizontal alignment: Center Text wrap: On

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Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 1:03 AM

File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Name: Average Purchase ... Format: General Data category: Uncategorized

Home table: MEASURES OF PROJECT

Structure: Formatted

Properties:

Measure tools:

Average Purchase Frequency = DIVIDE([Total Transactions],[Active Customers])

Average Purchase Frequency

3.45  
Average Purchase Frequency

Format: Search Visual Properties Size and style Title: Average Purchase Fr... (is (All)) Add data fields here Filters on this visual: Average Purchase Fr... (is (All)) Add data fields here Filters on this page: Add data fields here Filters on all pages: Add data fields here

Build: Suggestions: Visual Properties Size and style Title: Average Purchase Fr... (is (All)) Add data fields here Filters on this visual: Average Purchase Fr... (is (All)) Add data fields here Filters on this page: Add data fields here Filters on all pages: Add data fields here

Data: Search: MEASURES OF PROJECT Active Customers Average Purchase Churn Rate Sto... Churn Rate(%) Churned Cust... High Tier Cust... Low Tier Cust... Mid Tier Cust... One Time Purc... Purchase Count Repeated Cust... Total Transaction... Total Customers Churn\_Labelled\_Custo... Customer Demograp... Customer Transactions Loyalty\_Program Store Locations

Average Purch... +Add data

Value: Average Purch... +Add data

Categories: +Add data

Toolips: +Add data

Horizontal alignment: Center Text wrap: On

Page 7 of 7 12°C Mostly cloudy 11:14 PM 12/28/2025

Rishav singh Share

File Home Help Table tools Column tools

Name Age Group Format Text Summarization Don't summarize Data category Uncategorized Sort by column Sort Data groups Groups Manage relationships Relationships New column Calculations

Age Group = SWITCH(TRUE(),Customer\_Demographics[Age]<30,"Young",Customer\_Demographics[Age]<50,"Middle",Customer\_Demographics[Age]>=50,"Senior","Unknown")

Customer_ID	Gender	Age	Membership_Since	Marital_Status	Region	Income_Group	Today's Date	Membership_Duration	Age Group
C1000	Male	50	Sunday, November 1, 2020	Single	London	High	Saturday, December 27, 2025	7882	Senior
C1002	Male	36	Wednesday, August 18, 2021	Single	Birmingham	Medium	Saturday, December 27, 2025	1592	Middle
C1005	Female	61	Thursday, November 19, 2020	Single	Liverpool	High	Saturday, December 27, 2025	1864	Senior
C1010	Male	21	Wednesday, May 3, 2023	Single	Manchester	Medium	Saturday, December 27, 2025	969	Young
C1017	Female	51	Tuesday, July 11, 2023	Single	London	High	Saturday, December 27, 2025	900	Senior
C1018	Female	23	Thursday, March 21, 2024	Single	Liverpool	Low	Saturday, December 27, 2025	646	Young
C1019	Male	39	Wednesday, June 7, 2023	Single	Leeds	Low	Saturday, December 27, 2025	934	Middle
C1022	Female	33	Monday, December 19, 2022	Single	London	Low	Saturday, December 27, 2025	1104	Middle
C1026	Female	33	Friday, November 24, 2023	Single	Birmingham	Medium	Saturday, December 27, 2025	764	Middle
C1027	Female	46	Wednesday, September 8, 2021	Single	Birmingham	High	Saturday, December 27, 2025	1571	Middle
C1028	Female	20	Monday, August 30, 2021	Single	Liverpool	Low	Saturday, December 27, 2025	1580	Young
C1031	Male	36	Sunday, November 26, 2023	Single	Manchester	Medium	Saturday, December 27, 2025	762	Middle
C1033	Female	20	Tuesday, August 2, 2022	Single	Birmingham	High	Saturday, December 27, 2025	1243	Young
C1034	Female	36	Saturday, August 26, 2023	Single	Birmingham	Low	Saturday, December 27, 2025	854	Middle
C1037	Male	24	Wednesday, April 5, 2023	Single	London	Low	Saturday, December 27, 2025	997	Young
C1038	Male	69	Saturday, February 10, 2024	Single	London	Medium	Saturday, December 27, 2025	636	Senior
C1042	Female	56	Monday, February 26, 2024	Single	London	Low	Saturday, December 27, 2025	670	Senior
C1047	Male	45	Sunday, October 8, 2023	Single	London	High	Saturday, December 27, 2025	811	Middle
C1049	Female	67	Thursday, September 14, 2023	Single	London	Low	Saturday, December 27, 2025	835	Senior
C1056	Female	33	Friday, September 10, 2021	Single	Leeds	Low	Saturday, December 27, 2025	1569	Middle
C1059	Male	69	Thursday, June 30, 2022	Single	Birmingham	High	Saturday, December 27, 2025	1276	Senior
C1061	Male	19	Tuesday, June 29, 2021	Single	London	Low	Saturday, December 27, 2025	7642	Young
C1063	Male	65	Monday, December 26, 2022	Single	Liverpool	High	Saturday, December 27, 2025	1097	Senior
C1064	Male	29	Thursday, September 7, 2023	Single	Liverpool	Medium	Saturday, December 27, 2025	842	Young
C1065	Female	22	Saturday, October 1, 2022	Single	London	Medium	Saturday, December 27, 2025	1183	Young
C1066	Female	54	Tuesday, August 4, 2020	Single	Birmingham	High	Saturday, December 27, 2025	1971	Senior
C1067	Male	49	Friday, May 10, 2024	Single	Birmingham	Medium	Saturday, December 27, 2025	596	Middle

Table: Customer\_Demographics (300 rows) Column: Age Group (3 distinct values)

11°C Mostly cloudy

Search

12:27 AM 12/29/2025

The screenshot shows the Power BI Desktop interface. On the left, a measure named "% of Transactions with Promotion" is defined using DAX: `% of Transactions with Promotion = DIVIDE(CALCULATE(COUNTROWS(Customer_Transactions), Customer_Transactions[Promotion_Applied] = "Yes"), COUNTROWS(Customer_Transactions))`. The main area displays a card visual with the title "% OF TRANSACTIONS WITH PROMOTION" and the value "51%". The "% of Transactions with Promotion" measure is highlighted with a pink border. The ribbon at the top is set to "Table tools" and "Measure tools". The right side of the screen features the "Format" and "Build" panes, and a large list of measures under the "Data" pane.

Retail\_Customer\_Retention\_Analytics-1KFA • Last saved: Today at 2:05 AM

File Home Insert Modeling View Optimize Help Table tools Measure tools

Name Average Purchase ... Format Currency Data category Uncategorized

Home table MEASURES OF PR... \$ % 40 2 New Quick measure measure Calculations

Average Purchase Amount with and without promotions

Promotion Applied

No Yes

\$250.03

Average Purchase Amount

Format Build Data

Search Search

Filters on this page Add data fields here

Filters on all pages Add data fields here

Filter cards +Add data

Page 13 of 13 4 Page 5 Page 6 Page 7 Page 8 Page 9 Page 10 Page 11 Page 12 Page 13 + 55% Update available (click to download)

12°C Partly cloudy 9:59 PM 12/29/2025

MEASURES OF PR...

- % of transact...
- Active Cust...
- Average Purch...
- Average Purch...
- Churn Rate-St...
- Churn Rate(%)
- Churned\_Cust...
- Customers in ...
- High Tier Cust...
- Low Tier Cust...
- Loyal Custom...
- Mid Tier Cust...
- One Time Pur...
- Purchase Count
- Repeated Cus...
- Total Transact...
- Total Custom...

Churn\_Labelled\_Cust...

Customer\_Demogra...

Customer\_Transactio...

Amount

Retail\_Customer\_Retention\_Analytics-1KFA • Last saved: Today at 2:05 AM

File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Name Average Purchase ... Format Currency Data category Uncategorized

Home table MEASURES OF PR... \$ % 40 2 New Quick measure measure Calculations

Average Purchase Amount with and without promotions

Promotion Applied

No Yes

\$248.64

Average Purchase Amount

Format Build Data

Visual Properties

PromotionApplied is (All)

Add data fields here

Size and style

Title

Slicer settings

Slicer header

Values

Font

Font color

Padding

Border

Search Search

Filters on this visual

Filters on this page

Filters on all pages

Add data fields here

Page 13 of 13 4 Page 5 Page 6 Page 7 Page 8 Page 9 Page 10 Page 11 Page 12 Page 13 + 55% Update available (click to download)

12°C Partly cloudy 10:00 PM 12/29/2025

MEASURES OF PR...

- % of transact...
- Active Cust...
- Average Purch...
- Average Purch...
- Churn Rate-St...
- Churn Rate(%)
- Churned\_Cust...
- Customers in ...
- High Tier Cust...
- Low Tier Cust...
- Loyal Custom...
- Mid Tier Cust...
- One Time Pur...
- Purchase Count
- Repeated Cus...
- Total Transact...
- Total Custom...

Churn\_Labelled\_Cust...

Customer\_Demogra...

Customer\_Transactio...

Amount

Rishav singh

File Home Help Table tools Column tools

Search

Name Repeat Tier

Data type Text

Format Text

Summarization Don't summarize

Data category Uncategorized

Sort by column Sort

Data groups Groups

Manage relationships Relationships

New column Calculations

Structure

Formatting Properties

Repeat Tier =  
SWITCH(  
    TRUE(),  
    [Purchase Count] <= 1, "None",  
    [Purchase Count] <= 4, "Low (2-4)",  
    [Purchase Count] <= 10, "Mid (5-10)",  
    TRUE(), "High (11+)"

Customer_ID	Gender	Age	Membership_Since	Marital_Status	Region	Income_Group	Today's Date	Membership_Duration	Age Group	Repeat Tier
C1000	Male	50	Sunday, November 1, 2020	Single	London	High	Saturday, December 27, 2025	1882	Senior	Low (2-4)
C1001	Female	18	Monday, July 5, 2021	Divorced	London	Medium	Saturday, December 27, 2025	1636	Young	Low (2-4)
C1002	Male	36	Wednesday, August 18, 2021	Single	Birmingham	Medium	Saturday, December 27, 2025	1592	Middle	Mid (5-10)
C1003	Male	19	Thursday, February 1, 2024	Married	Leeds	Medium	Saturday, December 27, 2025	695	Young	Low (2-4)
C1004	Male	70	Thursday, October 15, 2020	Married	Leeds	Medium	Saturday, December 27, 2025	1899	Senior	Mid (5-10)
C1005	Female	61	Thursday, November 19, 2020	Single	Liverpool	High	Saturday, December 27, 2025	1864	Senior	None
C1006	Male	43	Tuesday, July 13, 2021	Divorced	London	High	Saturday, December 27, 2025	1628	Middle	Mid (5-10)
C1007	Male	49	Thursday, March 16, 2023	Married	London	Medium	Saturday, December 27, 2025	1017	Middle	Mid (5-10)
C1008	Male	23	Tuesday, June 14, 2022	Married	Manchester	Medium	Saturday, December 27, 2025	1292	Young	Mid (5-10)
C1009	Female	49	Thursday, June 5, 2024	Married	Liverpool	High	Saturday, December 27, 2025	569	Middle	Low (2-4)
C1010	Male	21	Wednesday, May 3, 2023	Single	Manchester	Medium	Saturday, December 27, 2025	969	Young	Low (2-4)
C1011	Male	28	Wednesday, July 7, 2021	Married	Manchester	Low	Saturday, December 27, 2025	1634	Young	High (11+)
C1012	Male	34	Monday, February 27, 2023	Divorced	Manchester	Medium	Saturday, December 27, 2025	1034	Middle	Low (2-4)
C1013	Male	55	Thursday, April 27, 2023	Married	Birmingham	Medium	Saturday, December 27, 2025	975	Senior	Mid (5-10)
C1014	Female	41	Saturday, January 20, 2024	Married	Birmingham	Low	Saturday, December 27, 2025	707	Middle	Low (2-4)
C1015	Male	22	Wednesday, November 15, 2023	Divorced	Manchester	Low	Saturday, December 27, 2025	773	Young	Low (2-4)
C1016	Female	69	Thursday, May 18, 2023	Married	Liverpool	High	Saturday, December 27, 2025	954	Senior	Low (2-4)
C1017	Female	51	Tuesday, July 11, 2023	Single	London	High	Saturday, December 27, 2025	900	Senior	Low (2-4)
C1018	Female	23	Thursday, March 21, 2024	Single	Liverpool	Low	Saturday, December 27, 2025	646	Young	Low (2-4)
C1019	Male	39	Wednesday, June 7, 2023	Single	Leeds	Low	Saturday, December 27, 2025	934	Middle	Low (2-4)
C1020	Female	28	Wednesday, May 4, 2022	Divorced	Birmingham	High	Saturday, December 27, 2025	1333	Young	Low (2-4)

Table: Customer\_Demographics (300 rows) Column: Repeat Tier (4 distinct values)

Update available (click to download)

The screenshot shows a Microsoft Power BI dashboard titled "Retail\_Customer\_Retention\_Analytics-IKEA". The dashboard includes a bar chart titled "Product Categories Bought By Loyal Customers" and a filter card titled "Repeat Tier".

**Product Categories Bought By Loyal Customers**

Product Category	Total Transactions
Electronics	4
Clothing	3
Bakery	2
Beverages	2

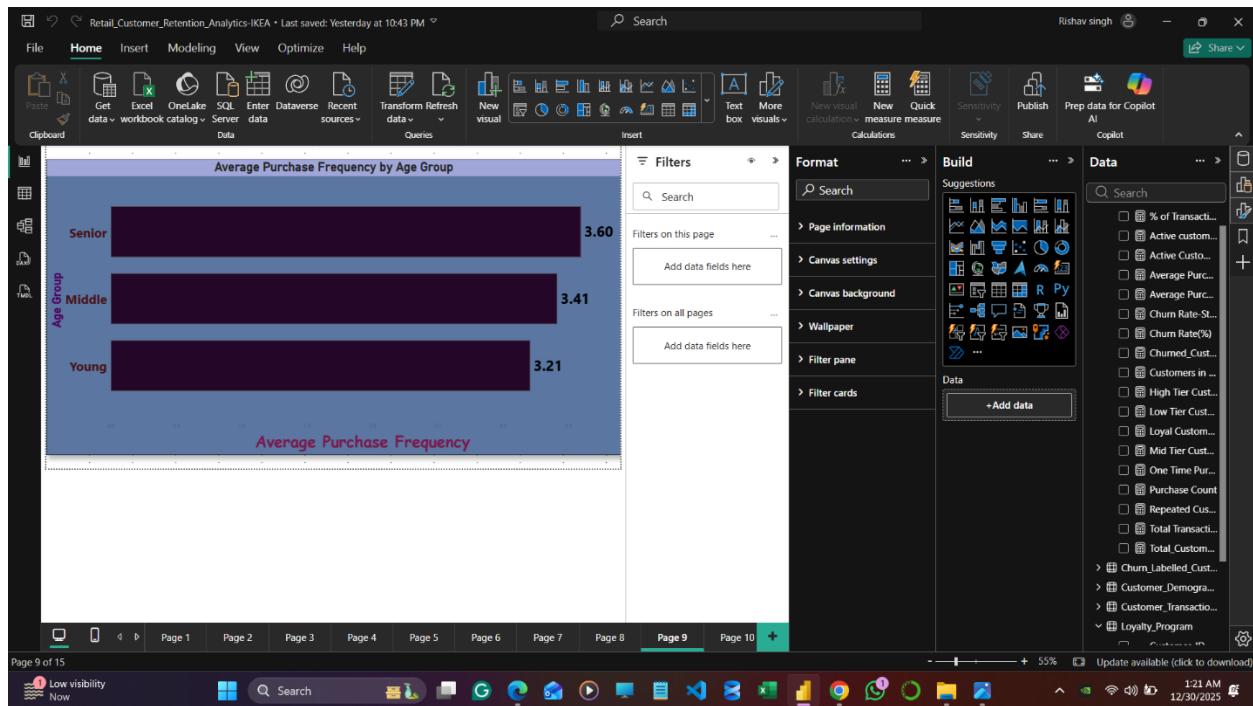
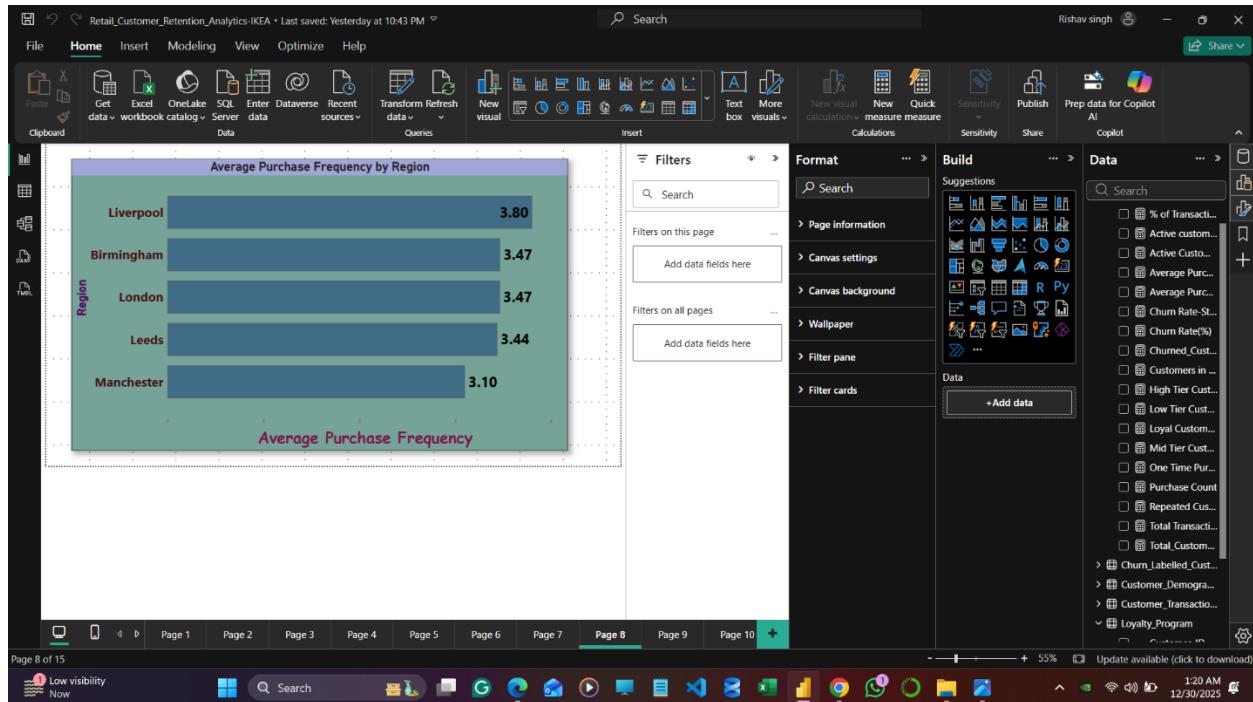
**Repeat Tier**

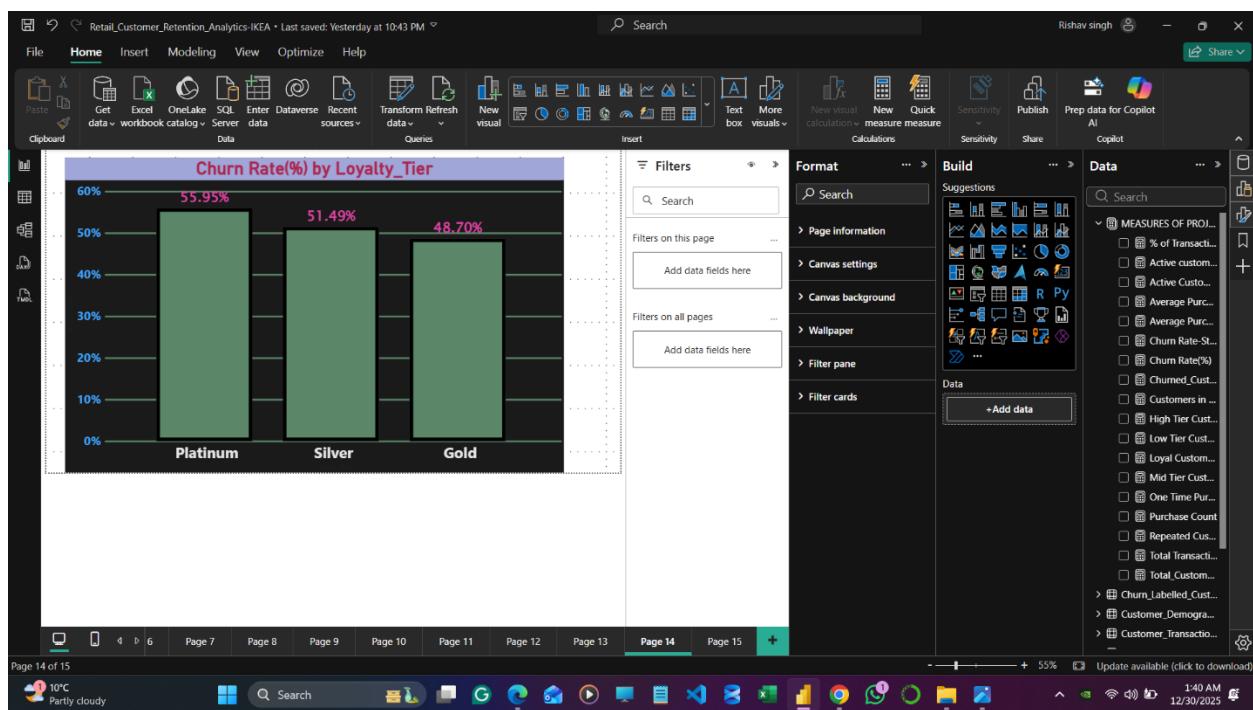
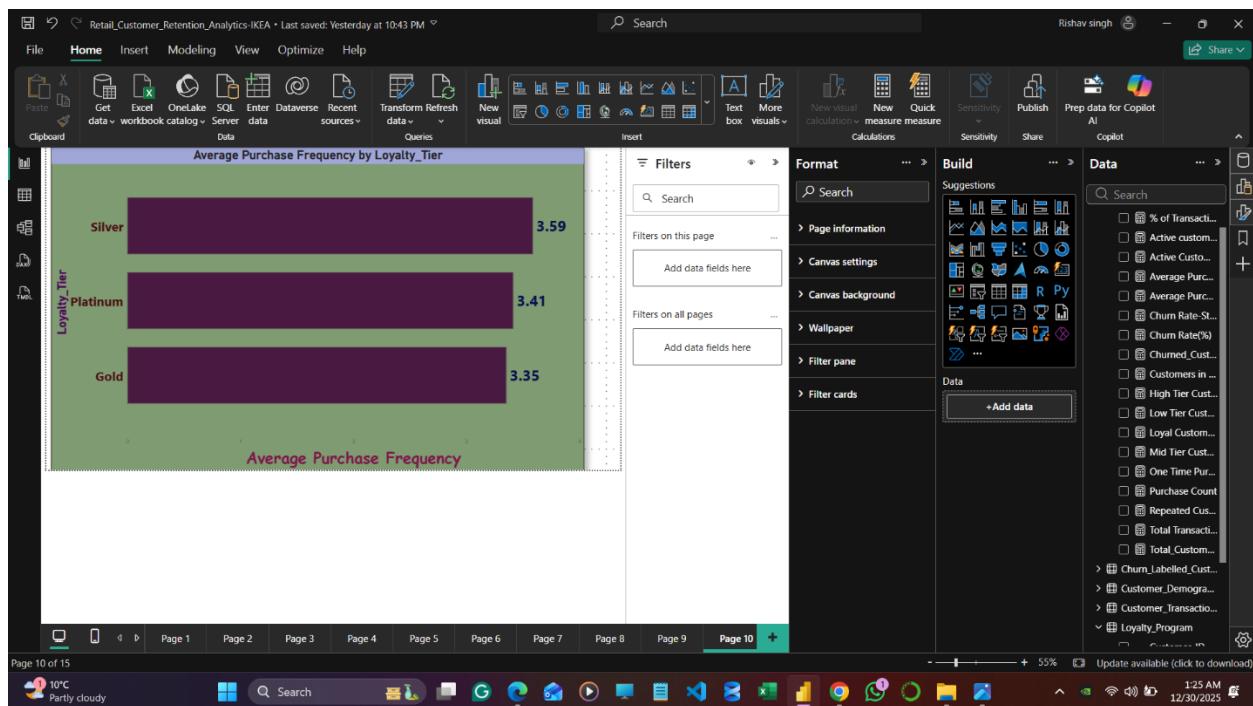
- High (11+)
- Low (2-4)
- Mid (5-10)
- None

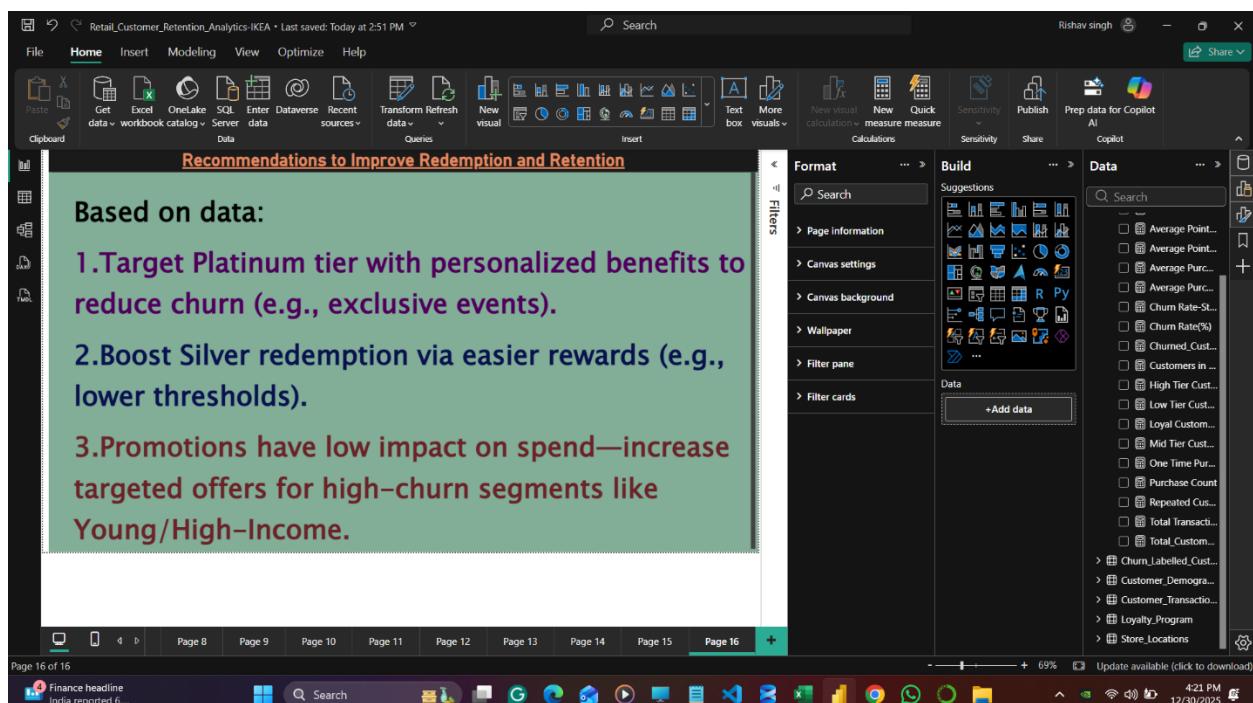
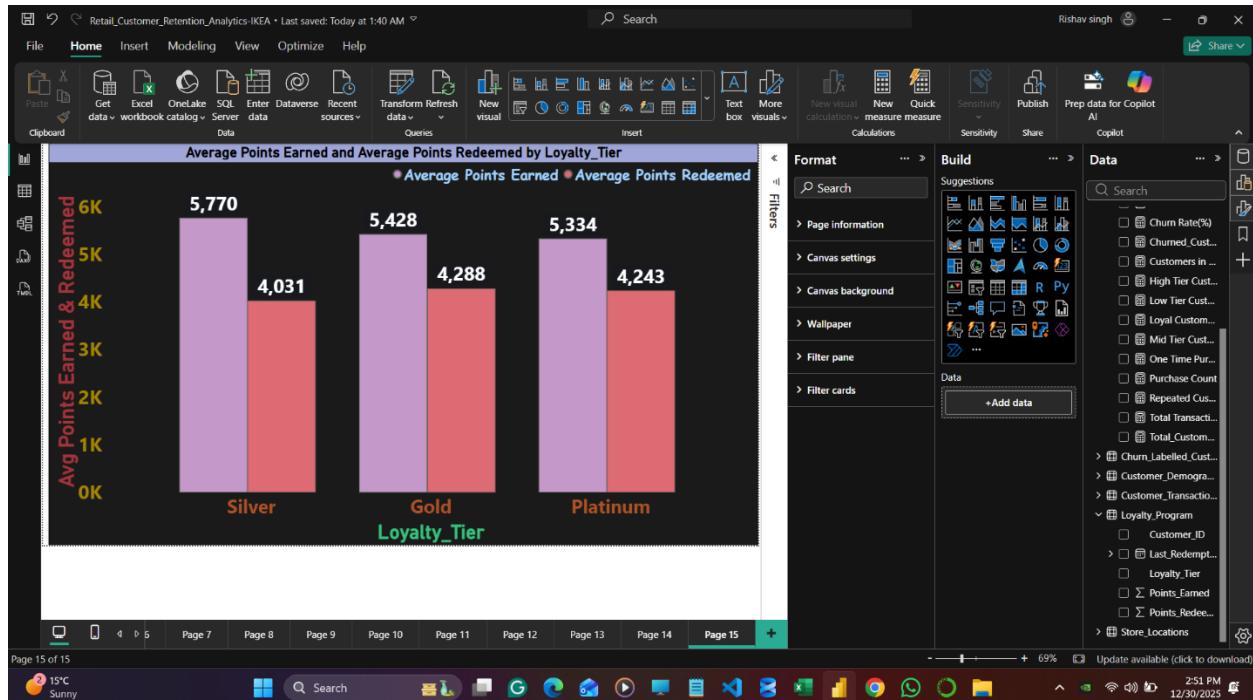
**Format** (Search, Page information, Canvas settings, Canvas background, Wallpaper, Filter pane, Filter cards, Add data)

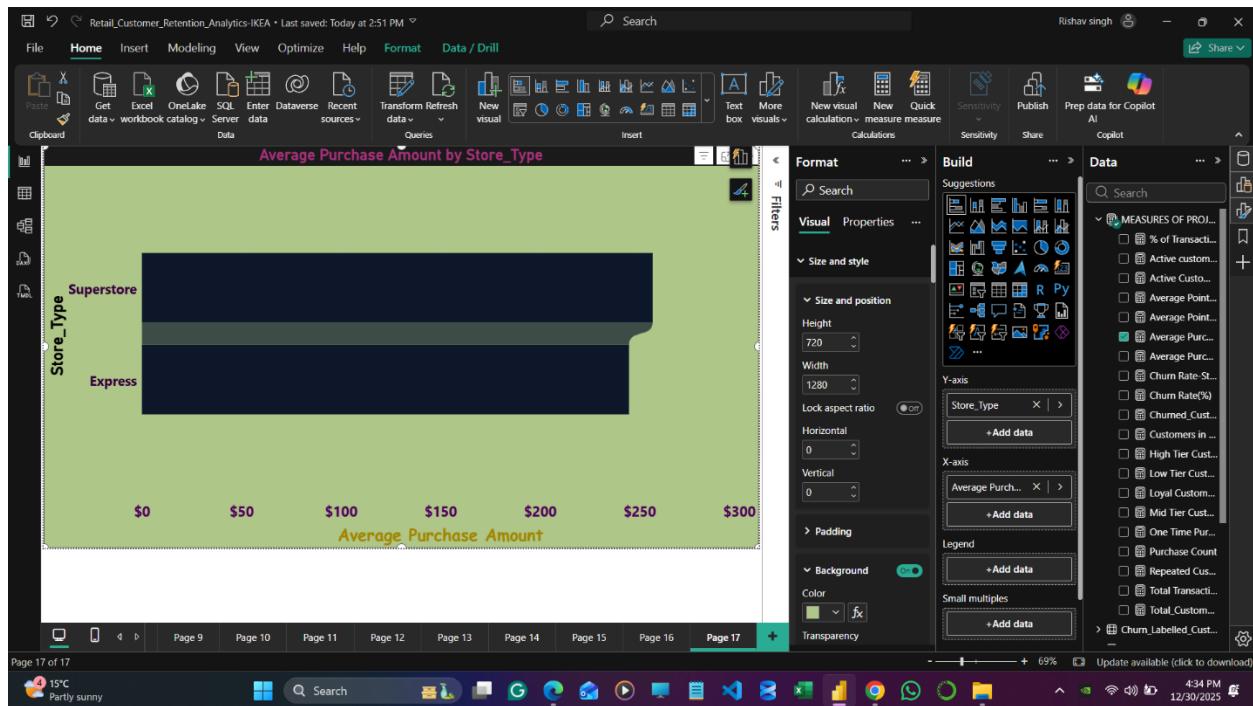
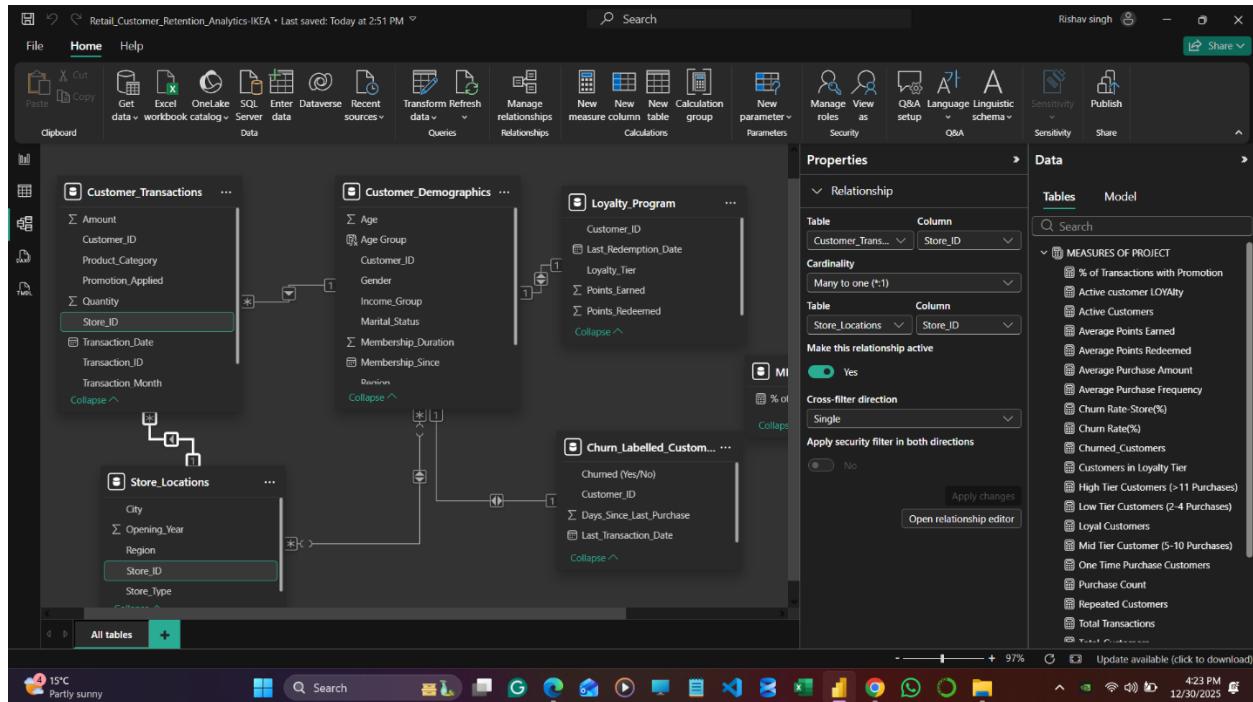
**Data** (Suggestions, Total Transaction, Total Customer, Churn\_Labelled\_Cust..., Customer Demographic, Age, Age Group, Customer ID, Gender, Income Group, Marital Status, Membership, Region, Repeat Tier, Today's Date, Customer Transaction, Amount, Customer ID, Product Date, Promotion Ap..., Quantity, Store ID)

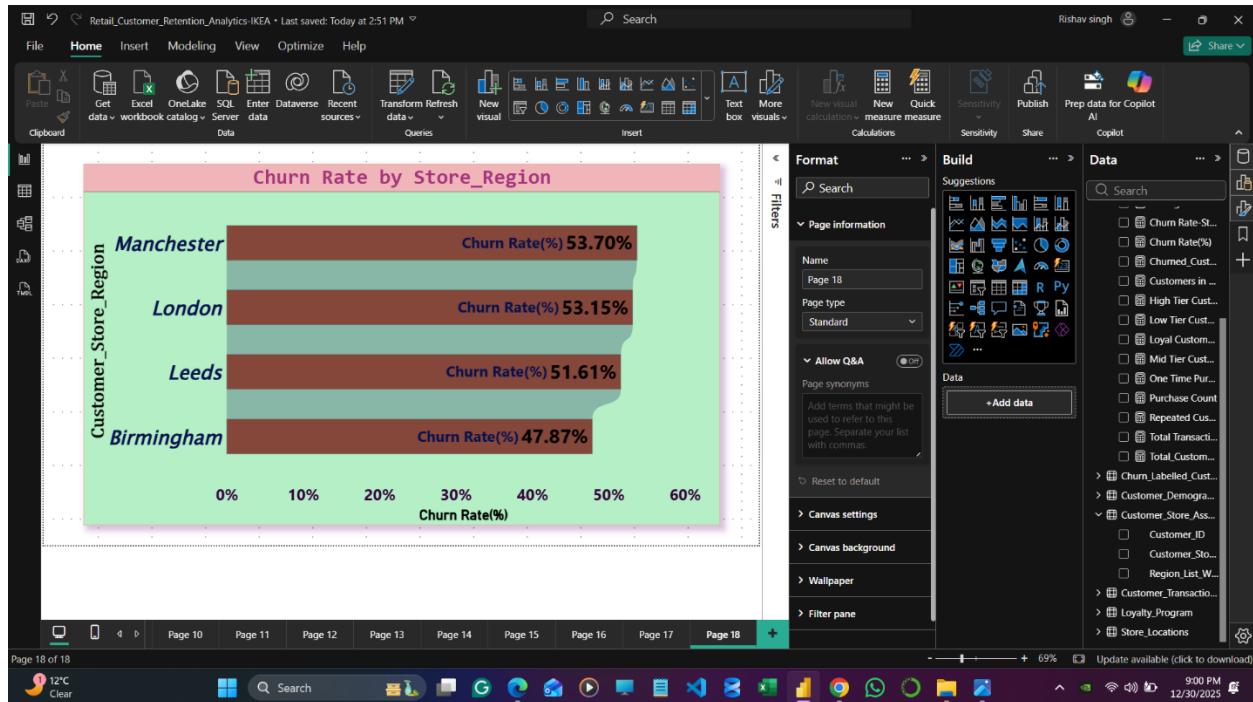
Page 11 of 14











Retail\_Customer\_Retention\_Analytics-IKEA

Home Transform Add Column View Tools Help

Close & Apply - New Source - Recent Sources Enter Data Data source settings Manage Parameters Export query results Refresh Preview Advanced Editor Properties Choose Columns Remove Columns Keep Rows Remove Rows Split Column Group By Data Type: Text - Use First Row as Headers - Replace Values Transform Merge Queries Append Queries Combine Files Combine

Queries [10]

- Transform File from ...
- Helper Queries [3]
  - Sample File
  - Parameter1 (Sample)
  - Transform File
- IKEA-CLEANED\_DATA...
  - Customer\_Demogra...
  - Customer\_Transact...
  - Store\_Locations
  - Loyalty\_Program
  - Churn\_Labelled\_Cus...
  - Customer\_Store\_Ass...
- Other Queries [1]
- MEASURES OF PRO...

Table.RemoveLastN(#"Added Custom3",10)

	Customer_ID	Region_Group	Region_List_With_Counts	Customer_Store_Region
1	C1011	List	Manchester	
2	C1002	List	London	
3	C1215	List	London	
4	C1079	List	Birmingham	
5	C1003	List	London	
6	C1263	List	Birmingham	
7	C1004	List	Leeds	
8	C1148	List	London	
9	C1080	List	Manchester	
10	C1006	List	Manchester	
11	C1214	List	London	
12	C1007	List	Birmingham	
13	C1197	List	London	
14	C1008	List	Manchester	
15	C1199	List	London	
16	C1024	List	Birmingham	
17	C1010	List	London	
18	C1088	List	Birmingham	
19	C1267	List	Birmingham	
20	C1012	List	London	
21	C1142	List	Manchester	
22	C1013	List	Manchester	
23	C1058	List	Manchester	

4 COLUMNS, 290 ROWS Column profiling based on top 1000 rows PREVIEW DOWNLOADED AT 8:36 PM 10:51 PM 12/30/2025

The screenshot shows a Power BI report titled "Retail\_Customer\_Retention\_Analytics-IKEA". The main visual is a scatter plot titled "Store Opening Year vs Customer Retention Score". The x-axis is labeled "Primary\_Store\_Opening\_Year" and ranges from 2010 to 2022. The y-axis is labeled "Avg Retention Score" and ranges from 45% to 60%. A red trend line shows a slight downward trend. The data points are colored teal. The report includes a ribbon with tabs like File, Home, Insert, Modeling, View, Optimize, and Help. The "View" tab is selected. The "Format" pane is open on the right, showing options for search, page information, canvas settings, and filter cards. The "Build" pane is also open, showing suggestions for measures and data. The bottom navigation bar includes icons for back, forward, and search, along with a weather icon (10°C Clear) and a system status bar.

Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 2:51 PM

File Home Insert Modeling View Optimize Help

Clipboard Data Sources Data Queries Insert Calculations Sensitivity Share Publish Prep data for Copilot AI Copilot

### Suggestions For Store Specific Campaigns

1. Focus on London, Leeds and Manchester regions (high churn) with Express stores (lower spend).

2. Run reactivation promos in Superstores for better ROI.

Format Build Data

Filters

Suggestions

Page 20 of 20

10°C Clear 12:29 AM 12/31/2025

This screenshot shows a Power BI report titled "Suggestions For Store Specific Campaigns". It contains two main bullet points: 1. Focus on London, Leeds and Manchester regions (high churn) with Express stores (lower spend). 2. Run reactivation promos in Superstores for better ROI. The interface includes a ribbon with Home, Insert, Modeling, View, Optimize, Help, and various data source icons. On the right, there are three panes: Format, Build, and Data. The Data pane lists various measures such as MEASURES OF PROFITABILITY, % of Transactions, Active customers, etc. The bottom status bar shows the date and time as 12:29 AM on 12/31/2025.

Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 12:29 AM

File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Name Total\_Spend Home table MEASURES OF PROFITABILITY Structure Format General Properties Calculations

Total\_Spend = SUM(Customer\_Transactions[Amount])

249.35K Total\_Spend

Build Data

Suggestions

Average Point... Average Purch... Average Purch... Avg Retention... Churn Rate-St... Churn Rate(%) Churned Cust... Customers in ... High Tier Cust... Low Tier Cust... Loyal Custom... Mid Tier Cust... One Time Pur... Purchase Count Repeated Cust... Total Transact... Total Custom... Total Spend

Value Categories Tooltips

Page 21 of 21

17°C Partly sunny 5:06 PM 12/31/2025

This screenshot shows a Power BI report focused on the "Measure tools" tab. It displays a measure named "Total\_Spend" which is defined as the sum of "Customer\_Transactions[Amount]". A tooltip for this measure shows the value "249.35K" and the label "Total\_Spend". The interface includes a ribbon with File, Home, Insert, Modeling, View, Optimize, Help, Format, Data / Drill, Table tools, and Measure tools. On the right, there are three panes: Format, Data, and Measure tools. The Measure tools pane lists various measures and values. The bottom status bar shows the date and time as 5:06 PM on 12/31/2025.

Rishav singh Share

File Home Help Table tools Column tools

Name Membership Durat... Format Decimal number Summarization Sum Data category Uncategorized Sort by column Sort Data groups Groups Manage relationships Relationships New column Calculations

Data type Decimal number \$ % ↕ \$ ↕ Data category Uncategorized Sort by column Sort Data groups Groups Manage relationships Relationships New column Calculations

Structure Change the number of decimal places shown for this value. Properties

Membership Duration (Years) = Customer\_Demographics[Membership\_Duration]/365.25

Age	Membership_Since	Marital_Status	Region	Income_Group	Today's Date	Membership_Duration	Age Group	Repeat Tier	Membership Duration (Years)
50	Sunday, November 1, 2020	Single	London	High	Saturday, December 27, 2025	1882	Senior	Low (2-4)	5.15
36	Wednesday, August 18, 2021	Single	Birmingham	Medium	Saturday, December 27, 2025	1592	Middle	Mid (5-10)	4.36
61	Thursday, November 19, 2020	Single	Liverpool	High	Saturday, December 27, 2025	1864	Senior	None	5.10
21	Wednesday, May 3, 2023	Single	Manchester	Medium	Saturday, December 27, 2025	969	Young	Low (2-4)	2.65
51	Tuesday, July 11, 2023	Single	London	High	Saturday, December 27, 2025	900	Senior	Low (2-4)	2.46
23	Thursday, March 21, 2024	Single	Liverpool	Low	Saturday, December 27, 2025	646	Young	Low (2-4)	1.77
39	Wednesday, June 7, 2023	Single	Leeds	Low	Saturday, December 27, 2025	934	Middle	Low (2-4)	2.56
33	Monday, December 19, 2022	Single	London	Low	Saturday, December 27, 2025	1104	Middle	None	3.02
33	Friday, November 24, 2023	Single	Birmingham	Medium	Saturday, December 27, 2025	764	Middle	Mid (5-10)	2.09
46	Wednesday, September 8, 2021	Single	Birmingham	High	Saturday, December 27, 2025	1571	Middle	Low (2-4)	4.30
20	Monday, August 30, 2021	Single	Liverpool	Low	Saturday, December 27, 2025	1580	Young	Mid (5-10)	4.33
36	Sunday, November 26, 2023	Single	Manchester	Medium	Saturday, December 27, 2025	762	Middle	Low (2-4)	2.09
20	Tuesday, August 2, 2022	Single	Birmingham	High	Saturday, December 27, 2025	1243	Young	Low (2-4)	3.40
36	Saturday, August 26, 2023	Single	Birmingham	Low	Saturday, December 27, 2025	854	Middle	Low (2-4)	2.34
24	Wednesday, April 5, 2023	Single	London	Low	Saturday, December 27, 2025	997	Young	Low (2-4)	2.73
69	Saturday, February 10, 2024	Single	London	Medium	Saturday, December 27, 2025	686	Senior	Mid (5-10)	1.88
56	Monday, February 26, 2024	Single	London	Low	Saturday, December 27, 2025	670	Senior	Low (2-4)	1.83
45	Sunday, October 8, 2023	Single	London	High	Saturday, December 27, 2025	811	Middle	None	2.22
67	Thursday, September 14, 2023	Single	London	Low	Saturday, December 27, 2025	835	Senior	Mid (5-10)	2.29
33	Friday, September 10, 2021	Single	Leeds	Low	Saturday, December 27, 2025	1569	Middle	None	4.30
69	Thursday, June 30, 2023	Single	Birmingham	High	Saturday, December 27, 2025	1276	Senior	Mid (5-10)	3.49
19	Tuesday, June 29, 2021	Single	London	Low	Saturday, December 27, 2025	1642	Young	Low (2-4)	4.50
65	Monday, December 26, 2022	Single	Liverpool	High	Saturday, December 27, 2025	1097	Senior	Low (2-4)	3.00
29	Thursday, September 7, 2023	Single	Liverpool	Medium	Saturday, December 27, 2025	842	Young	Low (2-4)	2.37
22	Saturday, October 1, 2022	Single	London	Medium	Saturday, December 27, 2025	1183	Young	Low (2-4)	3.24
54	Tuesday, August 4, 2020	Single	Birmingham	High	Saturday, December 27, 2025	1977	Senior	Low (2-4)	5.40

Table: Customer\_Demographics (300 rows) Column: Membership Duration (Years) (272 distinct values)

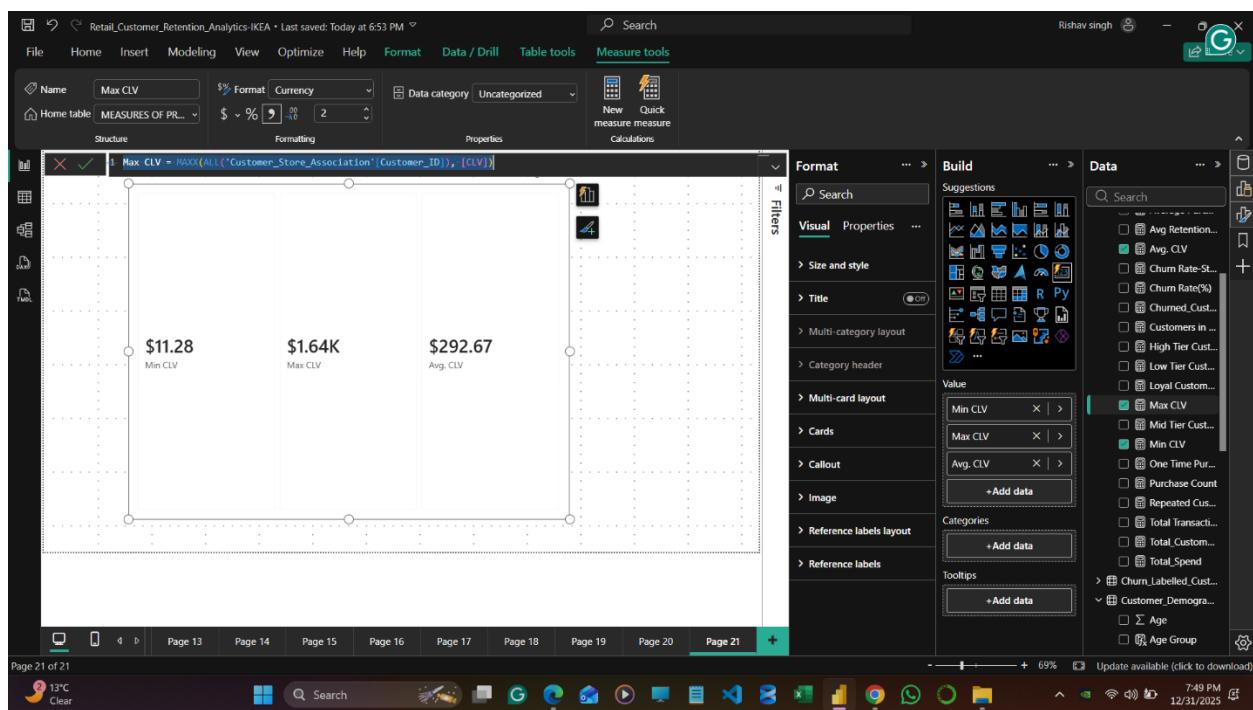
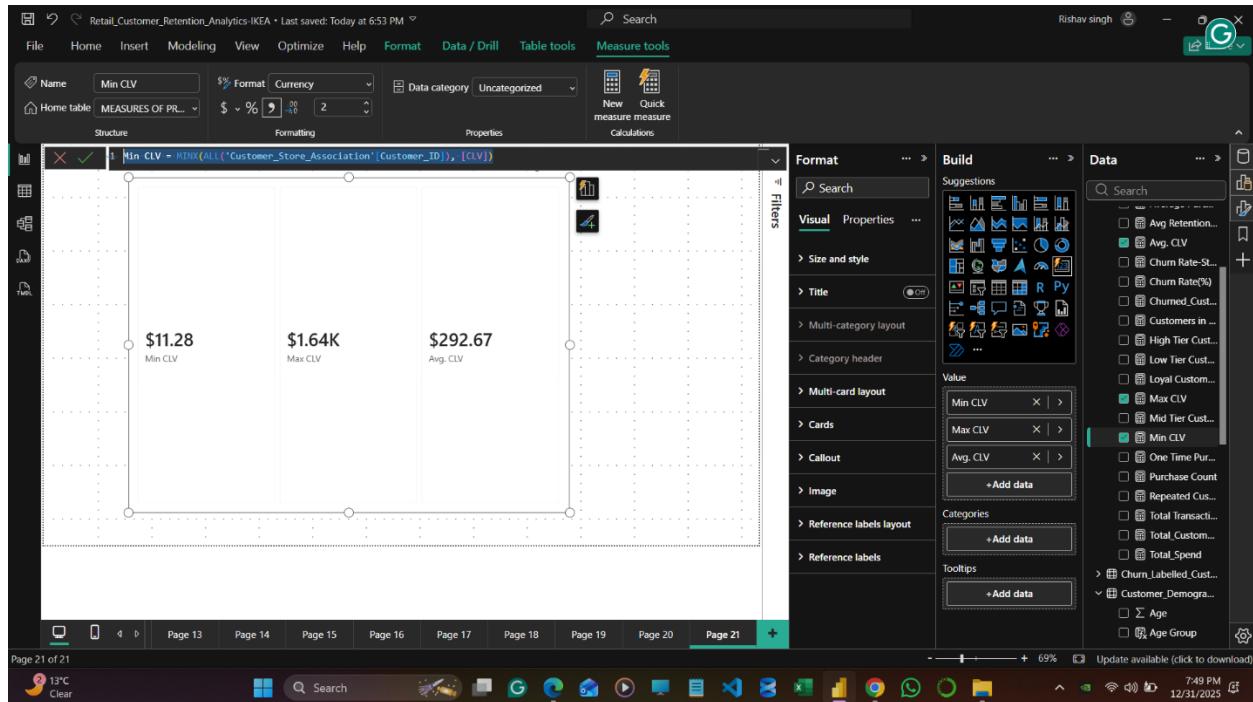
Breaking news Fireworks light up...

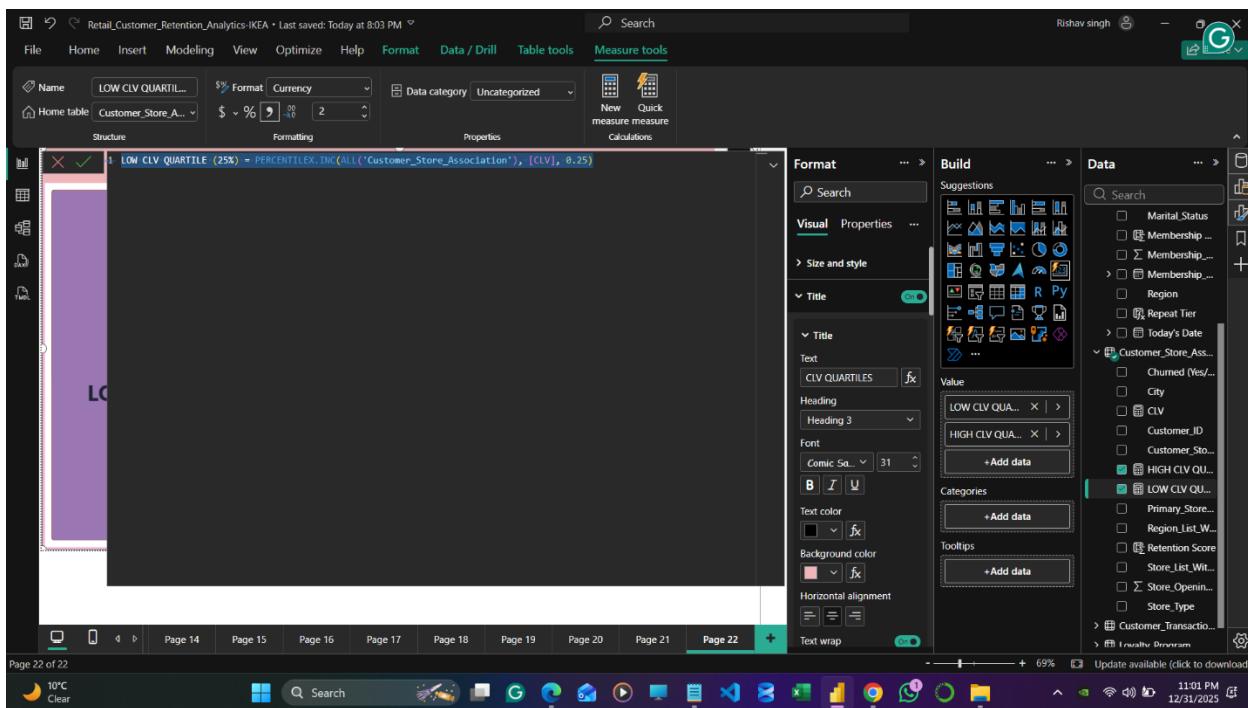
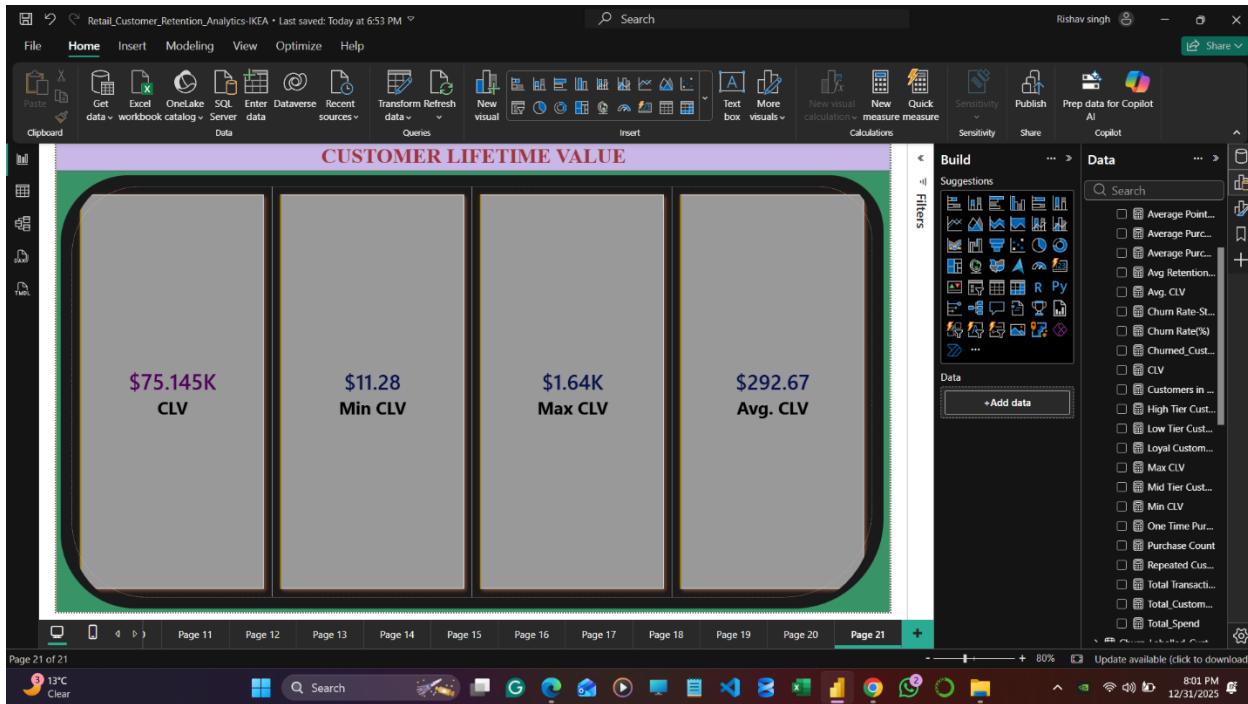
Search

Rishav singh Share

5:13 PM 12/31/2025

A screenshot of the Microsoft Power BI desktop application. The main area displays a card visual with three data labels: "Min CLV" (\$11.28), "Max CLV" (\$1.64K), and "Avg. CLV" (\$292.67). A context menu is open over the "Avg. CLV" label, showing options such as "Format", "Properties", "Size and style", "Title", "Multi-category layout", "Cards", "Callout", "Image", "Reference labels layout", and "Reference labels". To the right, the "Build" pane is visible, listing various measures like "MEASURES OF PROJ...", "% of Transact...", "Active custo...", "Avg. Retention...", "Avg. CLV", "Churn Rate St...", "Churn Rate(%)", "Churned Cust...", "Customers in...", "High Tier Cust...", "Low Tier Cust...", "Loyal Custom...", "Max CLV", "Mid Tier Cust...", "Min CLV", "One Time Pur...", and "Purchase Count". The top navigation bar includes File, Home, Insert, Modeling, View, Optimize, Help, Format, Data / Drill, Table tools, Measure tools, and a search bar. The bottom navigation bar shows page numbers from 13 to 21, a search bar, and system icons.





Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 8:03 PM

File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Name: HIGH CLV QUARTILE (75%) Format: Currency Data category: Uncategorized

Structure: New Quick measure measure Calculations

Format: Title: CLV QUARTILES Value: LOW CLV QUARTILE (25%) HIGH CLV QUARTILE (75%)

Build: Categories: +Add data Tooltips: +Add data

Data: Search: Marital\_Status, Membership, Region, Repeat\_Tier, Today's Date, Customer\_Store\_Association, Churned, City, CLV, Customer\_ID, Customer\_Store, HIGH CLV QUARTILE, LOW CLV QUARTILE, Primary\_Store, Region\_List\_Wide, Retention\_Score, Store\_List\_Wide, Store\_Opening, Store\_type, Customer\_Transactions, I妓ivity\_Driver

Page 22 of 22

10°C Clear 11:01 PM 12/31/2025

Retail\_Customer\_Retention\_Analytics-1KA • Last saved: Today at 8:03 PM

File Home Insert Modeling View Optimize Help

Get data: Excel, OneLake, SQL, Enter Server data, Recent sources, Transform data, Queries, New visual, More visual, Text box, New visual calculation, New quick measure measure, Sensitivity, Publish, Prep data for Copilot, AI, Copilot

CLV QUARTILES

\$142.25 LOW CLV QUARTILE (25%) \$384.90 HIGH CLV QUARTILE (75%)

Format: Page information, Canvas settings, Canvas background, Wallpaper, Filter pane, Filter cards

Build: Categories: +Add data

Data: Search: Marital\_Status, Membership, Region, Repeat\_Tier, Today's Date, Customer\_Store\_Association, Churned, City, CLV, Customer\_ID, Customer\_Store, HIGH CLV QUARTILE, LOW CLV QUARTILE, Primary\_Store, Region\_List\_Wide, Retention\_Score, Store\_List\_Wide, Store\_Opening, Store\_type, Customer\_Transactions, I妓ivity\_Driver

Page 22 of 22

Finance headline India reported ... 11:02 PM 12/31/2025

The screenshot shows the Power BI desktop interface. The main area displays a visual with a DAX formula: `CLV Segment = SWITCH(TRUE(), [CLV]<=[LOW CLV QUARTILE (25%), "Low", [CLV]<=[HIGH CLV QUARTILE (75%), "Medium", "High"])`. The ribbon at the top has tabs for File, Home, Insert, Modeling, View, Optimize, Help, Format, Data / Drill, Table tools, and Measure tools. The Measure tools tab is selected. The left sidebar shows the Home table as Customer\_Store\_A... The right side features three panes: a Format pane with Size and style settings, a Build pane with a suggestions list and columns list, and a Data pane with a search bar and a list of tables and columns.

Rishav singh

File Home Insert Modeling View Optimize Help

Search

Paste Get data from Excel OneLake SQL Enter Datasource Recent data Refresh Queries New visual Insert Text box More visuals New visual New calculation Quick measure Sensitivity Publish Prep data for Copilot AI Copilot

Clipboard

CUSTOMER SEGMENTATION BY CLV LEVEL

Customer_ID	Total_Spend	CLV	CLV Segment
C1000	\$305.31	\$59.253	Low
C1001	\$480.9	\$107.365	Low
C1002	\$1,092.27	\$250.598	Medium
C1003	\$711.59	\$373.969	Medium
C1004	\$1,404.37	\$270.114	Medium
C1006	\$1,595.7	\$358.003	Medium
C1007	\$1,692.92	\$608.003	High
C1008	\$1,225.15	\$346.351	Medium
C1009	\$1,296.27	\$832.096	High
C1010	\$1,010.38	\$380.848	Medium
C1011	\$3,285.36	\$734.381	High
C1012	\$459.63	\$162.360	Medium
C1013	\$1,305.02	\$488.881	High
C1014	\$831.09	\$429.357	High
<b>Total</b>	<b>\$249,347,289999999</b>	<b>\$75,144.678</b>	<b>High</b>

Format ...

Search

Filters

Page information

Canvas settings

Canvas background

Wallpaper

Filter pane

Filter cards

Build ...

Suggestions

Repeated Cus...

Total Transact...

Total Custom...

Total\_Spend

Churn\_Labelled\_Cust...

Customer\_Demogra...

Age

Age Group

Customer\_ID

Gender

Income\_Group

Marital\_Status

Membership ...

Membership\_...

Region

Repeat Tier

Today's Date

Customer\_Store\_Ass...

Customer\_Transactio...

Loyalty\_Program

Store\_Locations

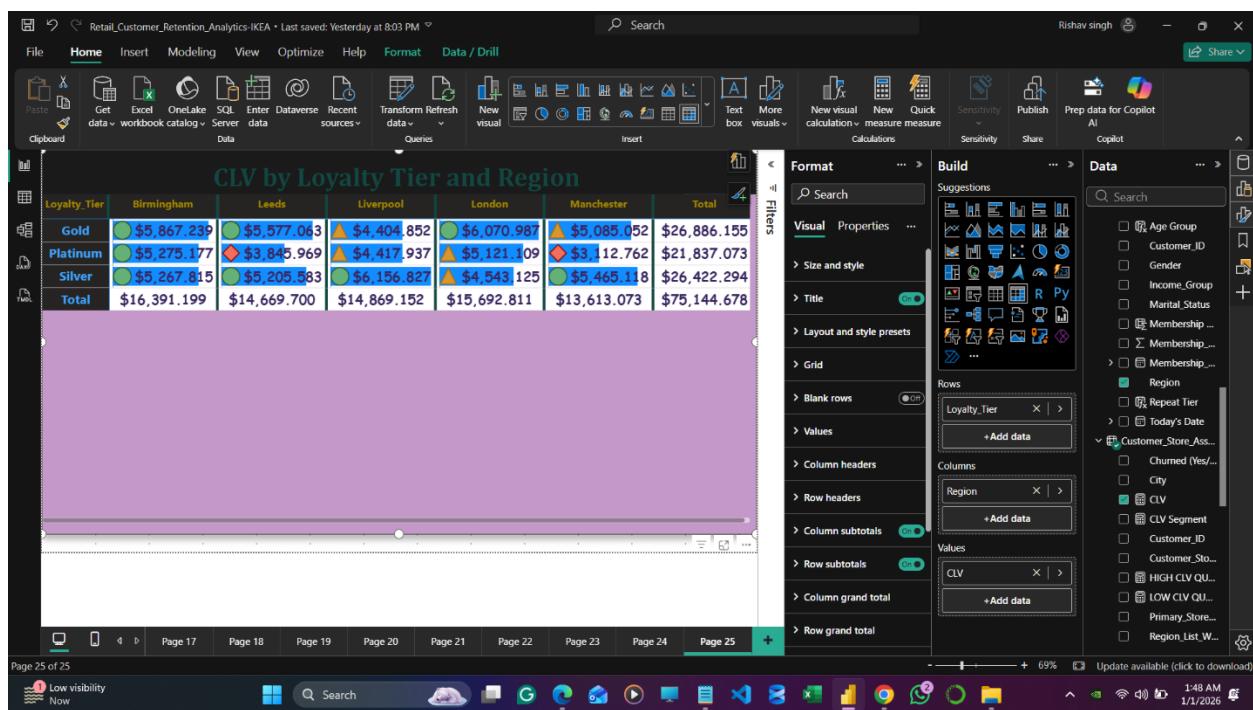
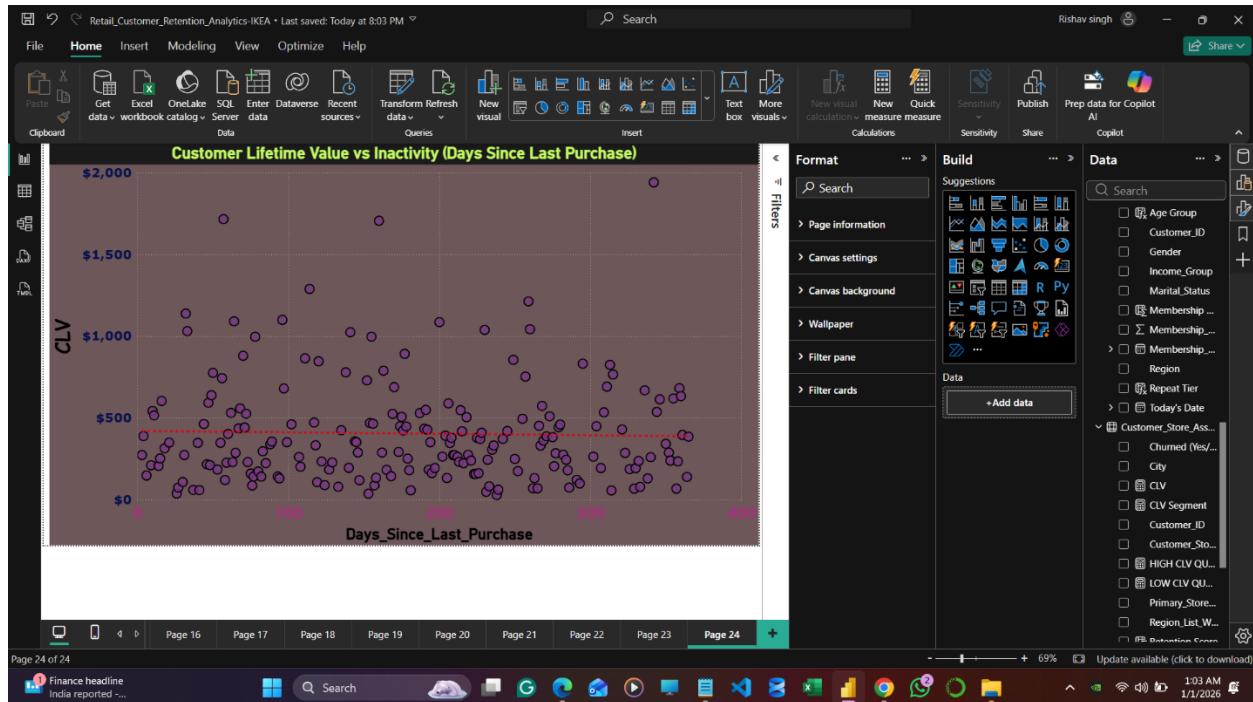
+Add data

Page 23 of 23

9°C Clear

Search

11:59 PM 12/31/2025



Retail\_Customer\_Retention\_Analytics-1KFA • Last saved: Today at 1:48 AM

File Home Insert Modeling View Optimize Help Format Data / Drill Table tools Measure tools

Name Repeat Rate Format General Data category Uncategorized

Home table MEASURES OF PR... \$ % Auto

Structure Formatting Properties

Measure tools

Repeat Rate = [Repeated Customers]/[Total Customers]

Build Suggestions

Value

Churn Rate(%) CLV + Add data

Categories

Tooltips

Data

Search

MEASURES OF PRO... % of transact... Active custo... Active Custo... Average Point... Average Point... Average Purch... Average Purch... Avg Retentio... Avg CLV Churn Rate-St... Churn Rate(%) Churned Cust... Customers in ... High Tier Cust... Low Tier Cust... Loyal Custom... Max CLV Mid Tier Cust... Min CLV One Time Pur... Purchase Count

Page 26 of 26

17°C Sunny 207 PM 1/1/2026 Update available (click to download)

This screenshot shows the Power BI Measure tools interface. A new measure named 'Repeat Rate' has been created, defined as the ratio of 'Repeated Customers' to 'Total Customers'. The 'Build' pane on the right lists various measures like 'Churn Rate(%)' and 'CLV' under the 'Value' section. The 'Data' pane on the right shows a list of measures categorized under 'MEASURES OF PRO...'. The bottom status bar indicates it's page 26 of 26, with a weather update of 17°C sunny, a timestamp of 207 PM, and a date of 1/1/2026.

Retail\_Customer\_Retention\_Analytics-1KFA • Last saved: Today at 1:48 AM

File Home Insert Modeling View Optimize Help Table tools Measure tools

Name Retention Rate Format General Data category Uncategorized

Home table MEASURES OF PR... \$ % Auto

Structure Formatting Properties

Measure tools

Retention Rate = 1-[Churn Rate(%)]

Build Suggestions

Data

Search

MEASURES OF PRO... % of transact... Active custo... Active Custo... Average Point... Average Point... Average Purch... Average Purch... Avg Retentio... Avg CLV Churn Rate-St... Churn Rate(%) Churned Cust... Customers in ... High Tier Cust... Low Tier Cust... Loyal Custom... Max CLV Mid Tier Cust... Min CLV One Time Pur... Purchase Count

Page 26 of 29

Finance headline India reported ... 3:48 PM 1/1/2026 Update available (click to download)

This screenshot shows the Power BI Measure tools interface again. A new measure named 'Retention Rate' has been created, defined as 1 minus the 'Churn Rate(%)'. The 'Build' pane on the right lists various measures like 'Churn Rate(%)' and 'CLV' under the 'Value' section. The 'Data' pane on the right shows a list of measures categorized under 'MEASURES OF PRO...'. The bottom status bar indicates it's page 26 of 29, with a finance headline about India, a timestamp of 3:48 PM, and a date of 1/1/2026.

**KPIs (Churn, CLV, Repeat Rate)**

Key Metric	Value
Churn Rate(%)	51.67%
CLV	\$75.145K
Repeat Purchase Rate	84.67%
Retention Rate	48.33%
Total Customers	300
Total Sales	249.35K

**Total Sales by Product\_Category**

Product Category	Total Sales
Beverages	~54K
Grocery	~52K
Clothing	~52K
Bakery	~48K
Electronics	~43K

**Region, Income\_Group, Loyalty\_Tier, Store\_Type: All**

- Birmingham
- Leeds
- Liverpool
- London
- Manchester

Page 26 of 29      15°C Mostly clear      5:56 PM 1/1/2026      Update available (click to download)

**Average Points Earned and Average Points Redeemed by Loyalty\_Tier**

Loyalty_Tier	Avg Points Earned	Avg Points Redeemed
Silver	5,770	4,031
Gold	5,428	4,288
Platinum	5,334	4,243

**Churn Rate(%) by Loyalty\_Tier**

Loyalty_Tier	Churn Rate(%)
Platinum	55.00%
Silver	51.52%
Gold	48.65%

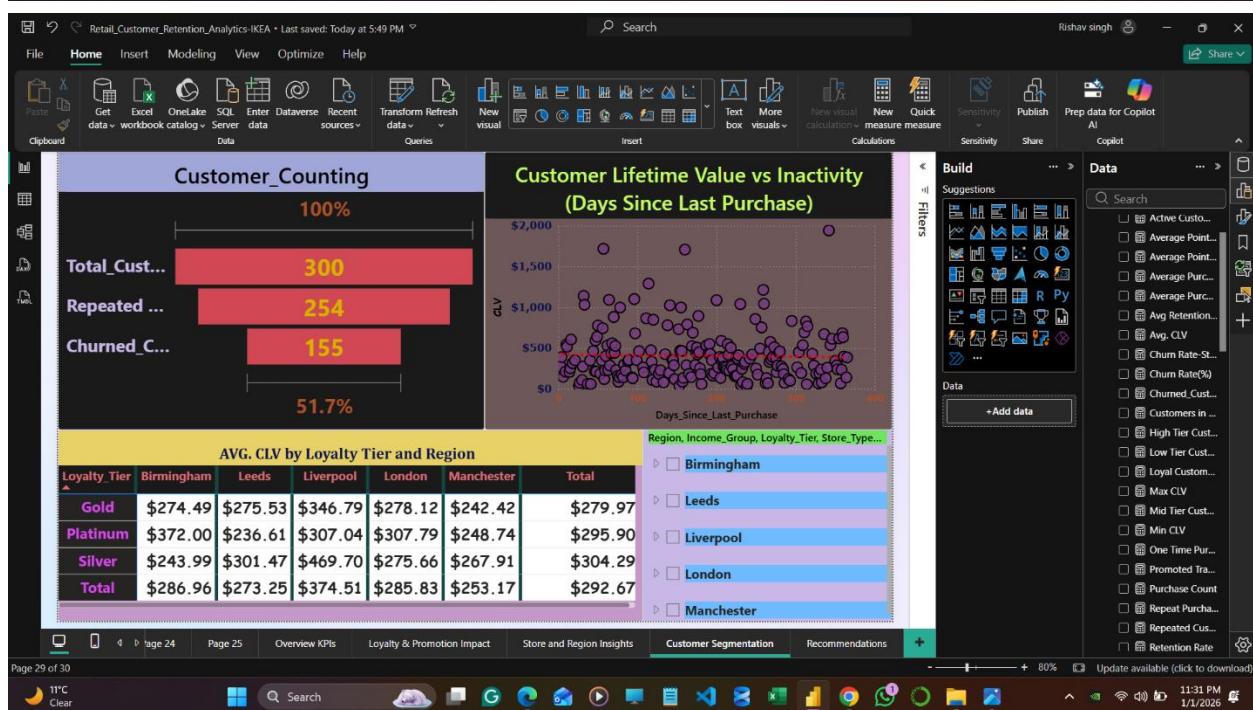
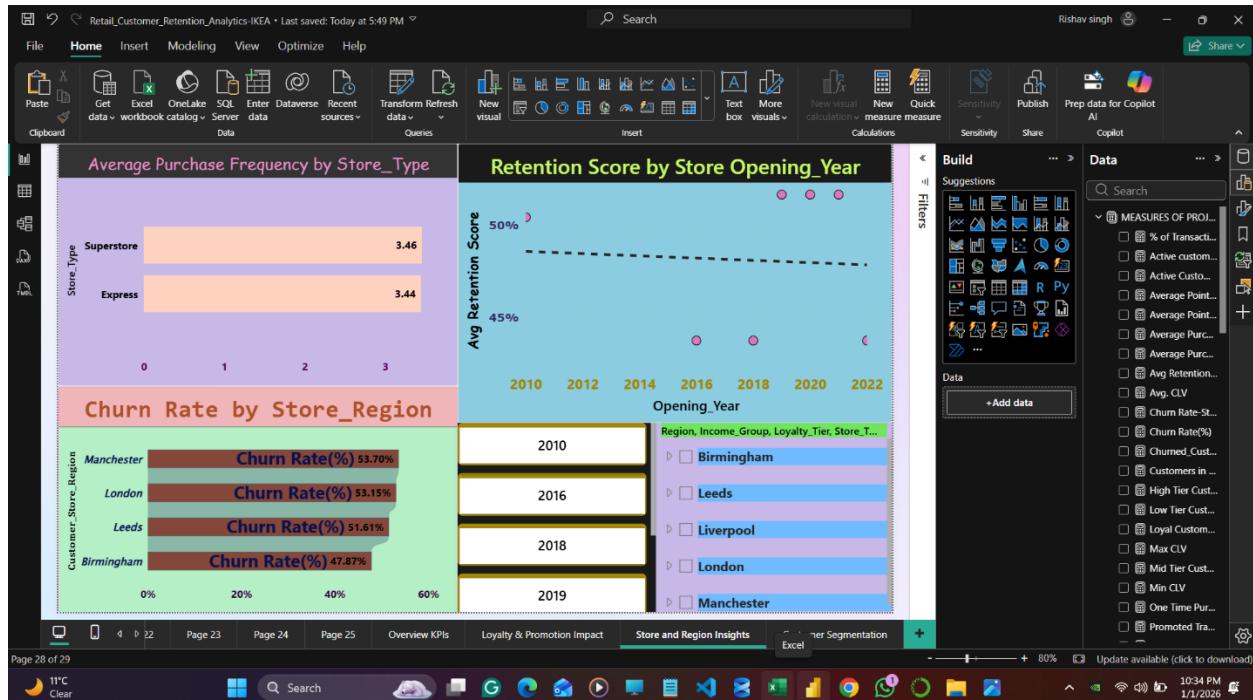
**Average Purchase Amount by Promotion\_Applied**

Promotion_Applied	Average Purchase Amount
Yes	\$250.03
No	\$248.84

**Region, Income\_Group, Loyalty\_Tier, Store\_Type: All**

- Birmingham
- Leeds
- Liverpool
- London
- Manchester

Page 27 of 29      14°C Clear      7:34 PM 1/1/2026      Update available (click to download)



**My Top 3 Recommendations**

- 1. Target high-churn segments:** Prioritize Young/High-Income with personalized promotions, as current promos show only 1% spend uplift.
- 2. Enhance loyalty program:** Improve Platinum benefits to reduce churn (56%), and boost Silver redemptions (70% of earned points).
- 3. Optimize stores:** Focus on London/Manchester regions (high churn 53%), leveraging Superstores for high-value customers (higher avg spend).

**PRIORITY & FOCUS**

IKEA should prioritize these three actions to retain more customers, based on the dashboard analysis of churn (~52%), loyalty effectiveness, CLV (~\$292 avg), and store performance:

1. Revamp the IKEA Family Loyalty Program, especially for Platinum tier Platinum customers show the highest churn (~56%) despite elite status, while Silver earns most points but redeems least. Promotions apply to ~51% of transactions but provide only ~1% uplift in spend.  
Focus next: Personalized, exclusive benefits for Platinum (e.g., priority access, free design consultations) and easier redemption thresholds for Silver/Gold to boost engagement and reduce churn in premium segments.
2. Launch targeted retention campaigns in high-churn store regions (Manchester and London). Customers primarily shopping in Manchester (~54% churn) and London (~53%) stores churn more than in Birmingham (~48%). Superstores drive higher average spend than Express formats.  
Focus next: Region-specific reactivation offers (e.g., bonus points, in-store events) in Manchester/London, prioritizing Superstores for higher ROI. This addresses "how store formats and regions influence retention."
3. Protect and reactivate high-value (high-CLV) customers. Top 25% CLV customers (>\$384) are significantly less inactive (~170 days since last purchase vs. ~190 for low-CLV) and show better retention.  
Focus next: Segment-based personalization — exclusive perks for high-CLV to maintain loyalty, and win-back campaigns (e.g., personalized discounts) for high-CLV at-risk customers (long inactivity). This maximizes revenue protection.